



SVEUČILIŠTE U RIJECI UNIVERSITY OF RIJEKA

**FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU**

FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT

OPATIJA, HRVATSKA CROATIA

**SYLLABUS**  
**DOCTORAL STUDY**  
**“MANAGEMENT OF SUSTAINABLE**  
**DEVELOPMENT”**

Opatija, ocothber 2020



Basic description		
Course coordinator	Dora Smolčić Jurdana, Ph.D., Full Professor	
Course title	ECONOMICS AND POLITICS OF SUSTAINABLE DEVELOPMENT	
Study programme	Doctoral study “Management of sustainable development”	
Course status	Obligatory, foundation course	
Year	1	
ECTS credits and teaching	ECTS student ‘s workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Knowledge of basic ecological, economic and social issues of sustainable development, the adoption of theoretical and practical basics of environmental economics and management of natural resources. Adopting an interdisciplinary approach of growth and development, as well as the modern determination of sustainable development. Observing the basics which manage the development to sustainability.

### 1.2. Course enrolment requirements

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### 1.3. Expected course learning outcomes

Competences acquired in the course will provide an understanding of the concepts of economics and sustainable development politics. Special attention will be focused on fundamental problems, the mutual effect of economic growth and the environmental quality, as well as the impacts of environmental protection policies on the economic growth. The doctoral students will get acquainted with the overall economic and environmental tools that are available to the sustainable development politics.

### 1.4. Course content

Growth and development, theoretical characteristics of environmental pollution and sustainable development, sustainable development – challenge of civilization, indicators of sustainability, environmental politics as the fundamental driving force of sustainable development, ecological systems as a prerequisite for life and development in the country, environmental sustainable economy – from theory to practice, systems and environmental management, knowledge management in terms of sustainable development, management of sustainable development for the 21<sup>st</sup> century, scientific – theoretical basics of environmental economy, management of renewable and non-renewable natural resources, protection of air, soil and water, environmental protection politics (tools, financing and implementation).

### 1.5. Teaching methods

- |                                                            |                                                 |
|------------------------------------------------------------|-------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input type="checkbox"/> individual assignment  |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories           |
| <input type="checkbox"/> long distance education           | <input type="checkbox"/> mentorship             |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____            |

### 1.6. Comments

### 1.7. Student's obligations



<b>1.8. Evaluation of student's work</b>							
Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work	
Written exam		Oral exam	0,5	Essay		Research	0,5
Project	3,5	Sustained knowledge check		Report		Practice	
Portfolio							
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<b>1.10. Assigned reading</b>							
<ol style="list-style-type: none"> <li>1. Črnjar, M., Črnjar, K., Menadžment održivoga razvoja: ekonomija, ekologija, zaštita okoliša, Fakultet za menadžment u turizmu i ugostiteljstvu u Opatiji, Glosa, Rijeka, 2009.</li> <li>2. Mahtaney, P., Globalization and sustainable economic development: issues, insights, and inference, Palgrave Macmillan, New York, 2013.</li> <li>3. Yanez-Arancibia, A., Davalos-Sotelo, R., Day, J. W., Reyes, E., Ecological dimensions for sustainable socio economic development, WIT, Southampton, 2013.</li> <li>4. Koletić, V., Indikatori održivog razvoja, Državni zavod za statistiku, Zagreb, 2005.</li> </ol>							
<b>1.11. Optional / additional reading</b>							
<ol style="list-style-type: none"> <li>1. Črnjar, M., Ekonomika i politika zaštite okoliša : ekologija, ekonomija, menadžment, politika, Ekonomski fakultet Sveučilišta u Rijeci, Glosa, Rijeka, 2002.</li> <li>2. Madu, C. N., Kuei, C., Handbook of sustainability management, World Scientific, New Jersey, 2012.</li> <li>3. Field, B. C., Environmental Economics, 3rd edition, McGraw Hill, New York, 2002.</li> <li>4. Gore, A., Neugodna istina; planetarna pojava globalnog zagrijavanja i što u vezi s njom možemo poduzeti, Algoritam, Zagreb, 2007.</li> <li>5. Springer, O. P., Springer, D., Otrovani modrozeleni planet, Meridijani, Samobor, 2009.</li> <li>6. Goodstein, E.S., Ekonomika i okoliš, Mate, Zagreb, 2003.</li> </ol>							
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>							
Ex-ante evaluation of the subject performance							
Student evaluation							



General information		
Course coordinator	<b>Irena Ateljević, Ph.D., Associate Professor</b>	
Course title	<b>Qualitative methodology</b>	
Program	Doctoral study “Management of sustainable development”	
Course status	Obligatory, foundation course	
Year of study	1 <sup>st</sup>	
Numerical value and teaching types	ECTS coefficient of students' workload	5
	Teaching hours (Lectures + Exercises + Seminars)	(10+0+5)

1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
<p>This course aims to provide an overview of the scope and purpose of qualitative methodology in (tourism) social science research. It will establish clear ontological and epistemological foundations of qualitative research paradigms and related methodologies. In doing so, the course will delineate the difference between the terms of: methodology (research paradigm underpinning the choice of research methods); methods of collecting qualitative data; and methods of interpreting qualitative data.</p>		
<i>1.2. Terms for enrolment</i>		
None.		
<i>1.3. Expected learning outcomes</i>		
<p>Upon completion of this course, students will:</p> <ol style="list-style-type: none"> <li>1. Have an in-depth understanding of different qualitative research paradigms.</li> <li>2. Understand the importance of researcher’s positionality.</li> <li>3. Learn the range of qualitative methods of data collection, such as in-depth interviews or semi-structured interviews, (participant) observation, case studies, action research, focus groups, and documentary method.</li> <li>4. Learn the range of qualitative methods of data analysis, such as content analysis and (con)textual analysis.</li> <li>5. Understand how different research paradigms influence the choice of our research methods and the way we analyze and ‘read’ into our empirical findings (even when we use the same research techniques).</li> </ol>		
<i>1.4. General course outline</i>		
<ol style="list-style-type: none"> <li>1. Introduction lecture of an overview of qualitative research paradigms</li> <li>2. Lecture on issues of researcher’s positionality.</li> <li>3. Exercise of identifying three scientific papers that come from three different research perspectives.</li> <li>4. Lecture on the range of qualitative methods of data collection.</li> <li>5. Students exercise of working in small dyad or triad groups on different methods.</li> <li>6. Lecture on the range of different methods of data analysis.</li> <li>7. Students exercise of working in small dyad or triad groups on data analysis.</li> <li>8. Seminar of students presenting their group work.</li> </ol>		
<i>1.5. Types of teaching</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> field work	<input checked="" type="checkbox"/> independent tasks <input type="checkbox"/> multimedia and network <input type="checkbox"/> lab <input type="checkbox"/> mentorship <input type="checkbox"/> other _____
<i>1.6. Comments</i>		



1.7. Students' obligations							
<ol style="list-style-type: none"> <li>1. To fully participate in the course.</li> <li>2. To read the necessary reading material.</li> <li>3. To perform the group exercise.</li> <li>4. To present results in the form of a seminar.</li> <li>5. To write an essay on one's own positionality.</li> </ol>							
1.8. Monitoring students' work							
Attendance	0,5	Classroom participation		Seminar paper	1,5	Experimental work	
Written exam		Oral exam	1	Essay	1	Research	
Project	1,0	Continuous knowledge assessment		Report		Practical work	
Portfolio		Case study					
1.9. Methods and examples of evaluation of the learning outcomes during the course and on the final exam							
Students will perform exercises of group work out of which they will present seminars (see general course outline). Each student will individually write an essay on issues of research paradigms and positionality.							
1.10. Compulsory literature							
<p>Ateljevic, Pritchard and Morgan (2007) (eds) <i>The Critical Turn in Tourism Studies: Exploring Innovative Methodologies</i>. Elsevier: Advanced Tourism Research Series.</p> <p>Phillimore, J. and Goodson, L. (2004) (eds), <i>Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies</i>. London: Routledge.</p>							
1.11. Supplementary literature							
<p>Theo, P. and Leung, S. (2005) A postcolonial analysis of backpacking. <i>Annals of Tourism Research</i>, 33(1), pp. 109-131.</p> <p>Small, J. Harris, C. Wilson, J. and Ateljevic, I. (2011) Voices of Women: A Memory Work Reflection on Work-Life Dis/Harmony in Tourism Academia, <i>Journal of, Hospitality Leisure, Sport and Tourism Education</i>, 10 (1), pp. 23-36.</p> <p>Ateljevic, I., Harris, C. Wilson, E. and Collins, F. (2005) Getting 'Entangled': Reflexivity and the 'Critical Turn' in Tourism Studies. <i>Tourism Recreation Research: Theme – Tourism and Research</i>, Vol 30 (2), pp. 9-21.</p> <p>Ateljevic, I. and Doorne, S. (2002) Representing New Zealand: Tourism imagery and ideology. <i>Annals of Tourism Research</i> 29(3), pp. 648-667.</p> <p>Ateljevic, I. Searching for nature and imagining New Zealand, (2001) <i>Journal of Travel &amp; Tourism Marketing</i>, Vol 10 (1), pp. 115-122.</p>							
1.12. Compulsory literature – number of copies compared to the number of students currently involved in the course							
Title				Number of copies		Number of students	
Ateljevic, Pritchard and Morgan (2007) (eds) <i>The Critical Turn in Tourism Studies: Exploring Innovative Methodologies</i> . Elsevier: Advanced Tourism Research Series.				5			
Phillimore, J. and Goodson, L. (2004) (eds), <i>Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies</i> . London: Routledge.				5			
1.13. Quality monitoring methods ensuring the students' acquisition of knowledge, skills and competencies.							
The quality of program, teaching process, teaching skills and the level of adoption of the course content will be established by means of a written evaluation and other means envisaged by the accepted standards, according to the Rulebook on the system of quality assurance and improvement of UNIRI and FTHM.							



General information		
Course coordinator	Darko Prebežac, PhD, Full Professor	
Course title	Conceptualization of the research process	
Program	Doctoral study "Management of sustainable development"	
Course status	Obligatory	
Year of study	1 <sup>st</sup> (first)	
Numerical value and teaching types	ECTS coefficient of students' workload	5
	Teaching hours (Lectures + Exercises + Seminars)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

The proper selection of the research area, i.e. the specific research topic, and the proper conceptualization of the research process itself, is one of the most difficult and critical parts of the research process, but also an important prerequisite for its successful operationalization. The course focuses on developing the analytical skills and competencies required to plan and execute the research process, with the goal of identifying and successfully understanding the various approaches to overcoming potential obstacles that may arise. The course is an intensive introduction to the problems of conducting specific research and is designed to prepare students to effectively plan and conduct their own research projects.

Course objectives:

- Acquisition of new, advanced and innovative knowledge in the field of research.
- Developing the ability to understand the structuring of the research process and the relationship between the design of the research, its objectivity and the scientific approach of the process itself.
- Developing the knowledge, competencies and skills required to design and conduct a specific research process, and understand research as a tool for solving specific problems.
- Critically reflect on the possible advantages/disadvantages of selecting and using particular methods and techniques of primary data collection and understand how the nature of the research problem, its aims and objectives influence their selection.
- Development of competencies, in verbal and written communication for the purposes of decision making and problem solving in research.
- Enabling students to conduct research independently and as part of a team, with particular emphasis on scientific research.
- Emphasizing the importance of ethics in research and scientific research and publishing, highlighting potential problems and identifying possible ethical conflicts and conflict situations that may arise in the field.

### 1.2. Terms for enrolment

None.

### 1.3. Expected learning outcomes

After passing the exam, students will be able to:

- Classify, evaluate, and critically assess the influence of individual factors important to the design of the research



process on the ability of researchers to successfully conduct planned research.

- Describe, explain and evaluate the purpose of the research process and discuss and critically evaluate the importance of formulating problems, hypotheses and objectives in any research.
- Identify and clarify possible applications of problem-based research and evaluate their importance for strategic decision-making in tourism.
- Recognize the difference between business management problems and marketing research problems and create, present and critically argue the 'translation' of the identified problem from one context to another.
- Assess the impact of current trends and anticipated global changes on potential applications of research in tourism.
- Create, present and critically argue a research project for a selected area or topic.
- Demonstrate the ability to take responsibility for the successful application of the principles of ethics and social responsibility in the conduct of research processes and scientific research and publication.

#### 1.4. General course outline

Challenges of conceptualizing the research process.

- Application of research in strategic decision-making.
- Marketing research process.
- Assessing the importance of individual stages of the research process.
- Types of research - concept, purpose, areas of application, advantages and disadvantages.
- Methods, approaches and techniques of primary data collection.
- Challenges in conducting field research.
- Ethical aspects of research and scientific research and publishing.

#### 1.5. Types of teaching

- |                                                            |                                                       |
|------------------------------------------------------------|-------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> independent tasks |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network       |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> lab                          |
| <input type="checkbox"/> distance learning                 | <input checked="" type="checkbox"/> mentorship        |
| <input type="checkbox"/> field work                        | <input type="checkbox"/> other _____                  |

#### 1.6. Comments

#### 1.7. Students' obligations

Students' attendance and active participation in lectures and seminars will be appropriately assessed. In addition, the development of an individual project assignment (research project concept) is compulsory, with the aim of developing analytical skills and competences necessary to carry out critical phases of the marketing research process, as well as the ability to understand different approaches to overcome possible obstacles.

#### 1.8. Monitoring students' work

Attendance	0.5	Classroom participation		Seminar paper		Experimental work	
Written exam	2.0	Oral exam		Essay		Research	
Project	2.5	Continuous knowledge assessment		Report		Practical work	
Portfolio							

#### 1.9. Methods and examples of evaluation of the learning outcomes during the course and on the final exam

The learning outcomes assessment procedure is in line with the types of monitoring tools as listed in section 1.8 and in accordance with the UNIRI Rulebook on Studies.

#### 1.10. Compulsory literature

- Marušić, M., Prebežac, D, Mikulić, J. (2019). Istraživanje turističkih tržišta (II. izmijenjeno i dopunjeno izdanje), Ekonomski fakultet – Zagreb, Zagreb.
- Iacobucci, D., Churchill, G. A. Jr., (2018). Marketing Research - Methodological Foundation, 12th ed., CreateSpace Independent Publishing Platform, Scotts Valley, Ca.



*1.11. Supplementary literature*

- Wilson, A., (2019). Marketing Research: Delivering Customer Insight, 4th ed., Red Globe Press, London.
- Veal, A., J. (2018) Research Methods for Leisure and Tourism, 5th ed., Pearson, Harlow.
- Statement on Professional Ethics (American Association of University Professors - <https://www.aaup.org/report/statement-professional-ethics>).
- The Research Ethics Guidebook: a Resource for Social Scientists (The Economic and Social Research Council, UK - <http://www.ethicsguidebook.ac.uk/index.html>).

*1.12. Quality monitoring methods ensuring the students' acquisition of knowledge, skills and competencies.*

The quality of program, teaching process, teaching skills and the level of adoption of the course content will be assessed by means of a written evaluation and other means defined by the accepted standards in accordance with the Rulebooks on the system of quality assurance and improvement of UNIRI and FTTHM.





General description		
Course coordinator	<b>Dora Smolčić Jurdana, Ph.D., Full Professor</b>	
Course co-lecturer	Larry Dwyer, Ph.D., Full Professor	
Course title	<b>PLANNING SUSTAINABLE TOURISM DEVELOPMENT</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	Obligatory, foundation course for module 1	
Year	<b>1</b>	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Get students familiar with the theoretical and practical capabilities and the features of the sustainable tourism development management. The emphasis lies on introducing the tools and methodological hypothesis of applying the concept of sustainable tourism development, and for this reason students get involved in research from this area. The students will be able to use relevant scientific-research methods for the management of sustainable tourism development and master the necessary interdisciplinary approach of the problem.

### 1.2. Course enrolment requirements

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### 1.3. Expected course learning outcomes

Correct understanding and interpretation of basic terms from the field of sustainable tourism development. The ability to analyse the process of implementation of sustainable tourism development as well as the identification of limiting factors and thus finding the best model.

The course will enhance the general and specific competences in these fields:

- the ability of knowing and analysing the determining elements of sustainable tourism development
- the ability for an interdisciplinary approach
- the ability to connect theoretical knowledge and skills, as well as the scientific and research approach to solving specific problems
- the ability to apply theoretical knowledge and their adaptation to the situation on the tourism market

### 1.4. Course content

Sustainable tourism development – definition, meaning and goals. The system of sustainable tourism development on the level of a local community. The principles of sustainable tourism development. Hypotheses for the principle implementation. Planning tourism development in accordance with the principles of sustainability – methodology, process, features.

Indicators of sustainability in tourism. Legal regulations for implementing sustainable tourism development. Protection of specific areas. Carrying capacity of tourist destinations (CC). Limits of acceptable change (LAC). Environmental Impact Assessment (EIA). Code of Conduct. Participation of stakeholders in the planning of tourism development. Institutional support for the management of sustainable tourism development.

Economic, ecological and socio-cultural implications of the concept of sustainable tourism development. The limiting factors in the implementation of the concept of sustainable tourism development.



Sustainable tourism development and competitiveness of the tourism destination. Case study.							
1.5. <i>Teaching methods</i>		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other _____		
1.6. <i>Comments</i>							
1.7. <i>Student's obligations</i>							
The student has to fulfil all the expected obligations on a high level that is appropriate for the doctoral study, in agreement and under the mentorship of the professor. It is the student's responsibility to keep up with the dynamic execution of the expected obligations, while using the relevant literature and scientific-research methods.							
1.8. <i>Evaluation of student's work</i>							
Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work	
Written exam	1	Oral exam		Essay	0,5	Research	2
Project		Sustained knowledge check		Report		Practice	
Portfolio		Mentorship	1				
1.9. <i>Assessment and evaluation of student's work during classes and on final exam</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
1.10. <i>Assigned reading</i>							
1. Bartoluci, M., Upravljanje razvojem turizma i poduzetništva, Školska knjiga, Zagreb, 2013. 2. Vujić, V.(ur.), Održivi razvoj turizma – problemi i perspektive, Fakultet za turistički i hotelski menadžment Opatija, Opatija, 2005. 3. Manning, E. W., Indicators of Sustainable Development for Tourism Destinations, WTO, Madrid, 2004. 4. Weaver, D., Sustainable tourism: theory and practice, Elsevier, Amsterdam, 2006. 5. Leslie, D., Tourism enterprises and sustainable development: international perspectives on responses to the sustainability agenda, Routledge, New York, London, 2013. 6. Costa, C., Panyik, E., Buhalis, D. (ed.), Trends in European tourism planning and organizations, Channel View Publications, Bristol, 2013.							
1.11. <i>Optional / additional reading</i>							
1. Črnjar, M., Črnjar, K.: Menadžment održivog razvoja, Fakultet za menadžment u turizmu i ugostiteljstvu Opatija, Glosa, Rijeka, 2009. 2. Dulčić, A., Petrić, L., Upravljanje razvojem turizma, Mate, Zagreb, 2001. (odabrana poglavlja) 3. Aronsson, L., The Development of Sustainable Tourism, Continuum, London, New York, 2000. 4. Ritchie, J.R.B., Crouch, G.I., The Competitive Destination: A Sustainability Perspective, CABI Publishing, Oxon/Cambridge, 2003. 5. Harris, R., Griffin, T., Williams, P. (ed.), Sustainable Tourism: A Global Perspective, Butterworth-Heinemann, Oxford, 2002. 6. Muller, H., Turizam i ekologija, Masmedia, Zagreb, 2004.							



7. WTO: Sustainable Development of Tourism, WTO, Madrid, 2000.
8. Macleod, D. V. L., Gillespie, S. A., Sustainable tourism in rural Europe: approaches to development, Routledge, London, New York, 2011.
9. Edgell, D. L., Swanson, J. R., Tourism policy and planning: yesterday, today and tomorrow, 2nd edition, Routledge, Adingdon, 2013.

*1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*

Every attendant has his own database that tracks his achievements from the individual elements essential for a successful examination: knowledge, research, activities, competences, etc.

The quality of the teaching process will be monitored by examining the participants' attitudes about the quality of the course (questionnaires) as well as the analysis of the results.



Basic description		
Course coordinator	<b>Marinela Krstinić Nižić, Full Professor</b>	
Course co-lecturer	Branko Blažević, Ph.D., Professor Emeritus	
Course title	<b>ECONOMIC POLITICS AND DEVELOPMENT RISKS</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	Obligatory, foundation course for module 2	
Year	<b>1</b>	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

To explain the relationship and importance of economic politics and development risks observed in the general theory systems, especially related to the conditions which are expected upon the Croatian accession to the European Union. Another goal of the course is to provide a comprehensive understanding of the concept and understanding of economic politics in managing a complex economic and even social system.

To get the students acquainted to the goals, measures and coordinators of the economic politics, especially with the role of the government in economy.

To analyse various formatting options in government decisions in the economic and public sector as well as various impacts of government decisions on the business environment changes.

Also, the students will get acquainted with some quantitative techniques which are used by the government while modelling their economic politics.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

Mastering the basic knowledge about economic politics, economic system and development risks.

### 1.4. Course content

Meaning, term, goals and coordinators of the economic politics. Means, tools and measures of economics policy. Economic politics in the management business and social development.

The role of government in economic politics. Market,, efficiency and justice. Market imperfections, microeconomic and macroeconomic aspects. Microeconomic politics: Property rights and public companies. Competition policies, externalities and public goods. Industrial and regional politics. Redistributive politics. Social choice and analysis of wins and losses. Macroeconomic politics. Macroeconomic goals: and monetary politics. Macroeconomic goals and fiscal politics. Income and price politics, politics of balance of payments. Trade politics. Public institutions in the international environment: Development and commercial organisation. Regional public institutions – the EU. Globalisation: Internationalisation of private institutions – globalisation of the market and production. The effect of globalisation on public politics. Economic politics in the EU, economic politics in countries in transition. Types of economic politics. The selection of economic politics in Croatia. The approach to combining measures of the economic politics. The combining measures of fiscal and monetary politics. Basic combination of measures to achieve internal and external balance.



Combining measures of economic politics in Croatia. Inflation as a problem of economic politics. Structural aspects of economic politics and links with the development of politics. Economic politics and economic stability. The efficiency of economic politics.

1.5. <i>Teaching methods</i>	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignment
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> long distance education	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other _____

1.6. *Comments*

1.7. *Student's obligations*

lectures; seminars; reports; essays; mentorship

1.8. *Evaluation of student's work*

Course attendance	0,5	Activity/Participation		Seminar paper	1	Experimental work	
Written exam		Oral exam	2	Essay	0,5	Research	
Project		Sustained knowledge check		Report	0,5	Practice	
Portfolio		Mentorship	0,5				

1.9. *Assessment and evaluation of student's work during classes and on final exam*

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

1.10. *Assigned reading*

1. Blanchard, O., *Macroeconomics*, 5th updated edition, Prentice Hall, 2009.

1.11. *Optional / additional reading*

1. Benić, Đ., *Makroekonomija*, Sveučilište u Dubrovniku, Školska knjiga Zagreb, 2016.
2. Hoffman, D.G., *Managing Operational Risk: 20 Firmwide Best Practice Strategies*, Wiley, 2002.
3. Baldwin, R., & Wyplosz, Ch., *The Economics of European Integration*, McGraw-Hill, 2009
4. De Grauwe, P., *Economics of Monetary Union*, Oxford, 2009
5. Meade, J., E., *Inteligentna ekonomska politika*, CEKADE, Zagreb, 1990.
6. Snowdon, B., Vane, H., R., *Modern Macroeconomics*, Edward Elgar, Cheltenham, UK, 2005.
7. Snowdon, B., Vane, H., Wynarczyk, P., *A Modern Guide to Macroeconomics*, Edward Elgar, Cheltenham, UK, 2002.

1.12. *Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*

Surveying students and other forms of monitoring the quality at the Faculty.



Basic description		
Course coordinator	<b>Ines Milohnić, Ph.D., Full Professor</b>	
Course title	<b>ENTREPRENURIAL MANAGEMENT OF SUSTAINABLE DEVELOPMENT</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	Obligatory, foundation course for module 3	
Year	<b>1</b>	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

The goal of the course „Entrepreneurial management of sustainable development“ is to encourage the doctoral students for a new way of understanding and new possibilities of implementing new functions and models of entrepreneurship which is based on creativity, innovation and system of handling the firm which result in new models of tourism offer based on models of sustainable development. Mastering the offered programme, the doctoral students will be able to research and observe new forms of tourism contents with the principles of harmonizing with the environment and possibilities, which result in the optimal entrepreneurial effects on the efficiency balance system and efficacy of managerial activity in the creation of tourist satisfaction with the offered tourist programmes.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

The course „Entrepreneurial management of sustainable development“, will develop general and specific competences, knowledge and skills but also additional anticipated effects:

- Mastering the latest literature from around the world and Europe, as well as domestic sources
- Mastering new models of decision making that are specific to the enterprise management
- Acquiring new knowledge and skills in the areas of the tourism demand analysis
- Acquiring new knowledge and skills in the areas of the analysis of tourism offer possibilities and programmes for increasing the tourists spending
- Mastering the new functions of entrepreneurship in the world of creative and innovative management
- Creating an entrepreneurial model of management in the terms of rapid changes and contemporary models of the learning organisation which shows the best managerial effects in terms of rapid changes and in the need for quick adjustment
- Acquiring new knowledge and skills for mastering entrepreneurial models which encourage the development in terms of sustainable development as a model which increases the efficiency of entrepreneurial projects and possible managerial models for implementing innovative programmes in terms of sustainable development.

### 1.4. Course content

The content of the course “Entrepreneurial management of sustainable development” is defined as a course that should give you the basic knowledge about entrepreneurial management with a specific aspect on sustainable development as a system where the tourist offer has to develop in terms of a third technological revolution and in terms of a learning organisation as a modern model of management based on creativity, innovation and entrepreneurial spirit as a system of



managerial and entrepreneurial activity that must be the foundation of the sustainable development principles. The attendant (doctoral student) will be presented with the possibilities of acquiring new knowledge, skills and competences with which the doctoral students will be able to develop and research modern function systems of management as a new coordinator of sustainable tourism development. The course will be administered through ways of acquiring the following new knowledge, skills and competences: entrepreneurial functions, models and types of entrepreneurship, models of managerial functions and systems for managerial decision making which is of special interest for accepting and researching new models for sustainable tourism development. Through the course the students will acquire a new basis for researching new types of tourism offers based on the sustainable development principles.

<b>1.5. Teaching methods</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other _____
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**1.6. Comments**

**1.7. Student's obligations**

**1.8. Evaluation of student's work**

Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work	
Written exam		Oral exam	1,5	Essay		Research	3
Project		Sustained knowledge check		Report		Practice	
Portfolio		Mentorship					

**1.9. Assessment and evaluation of student's work during classes and on final exam**

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

**1.10. Assigned reading**

1. Dimovski, V., Penger, S., Peterlin, J., Avtentično vodjenje, Ekonomska fakulteta Ljubljana, Ljubljana, 2009.
2. Thompson, A. A., Strickland, A. J., Gamble, J. E., Strateški menadžment, Mate, Zagreb, 2009.

**1.11. Optional / additional reading**

1. Sikavica, P., Organizacija, Školska knjiga, Zagreb, 2011.
2. Dimovski, V. et al., Učeča se organizacija – ustvarite podjetje znanja, GV Založba, Ljubljana, 2005.
3. Porter, M. E., Konkurentska prednost, Masmedia, Zagreb, 2010.
4. Luthans, F., Organizational Behavior: An Evidence-Based Approach, 12th Edition, McGraw-Hill, Irwin, 2010.

**1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences**

Portfolio of every student.  
 Frequent monitoring of the study quality, questioning of students.



Basic description		
Course coordinator	<b>Lorena Bašan, Ph.D., Full Professor</b>	
Course co-lecturer	Marcel Meler, Ph.D, Profesor Emeritus	
Course title	<b>SUSTAINABLE MARKETING</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	<b>1</b>	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

To understand the role of marketing in the prevention of threats to natural resources and the ways and methods of strategic marketing approaches for the development, economy, using and protecting natural resources and the environment.

To provide the attendants of the doctoral study with knowledge about contemporary marketing in the function of sustainable development. To understand the characteristics of sustainable marketing on the level of subjects, in tourism as well as in the whole economy and on the level of subjects on the local and regional governments in order to increase the efficiency and efficacy as well as the creation of a competitive advantage on the micro and macro level.

To know to what extent the subjects need to change the traditional way of marketing understanding into the way of thinking which is the base of sustainable marketing and all with the intention of making new paradigms, through a holistic integrative approach based on critical analysis which can establish the necessary marketing activities to be fully in the function of immediate and sustainable perspective of the broader community.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

The attendants will gain the necessary knowledge which is derived from the goals of this course and authoritatively apply them in practice. Also, they will be in the position to assess and evaluate the efforts which are in relation to sustainable marketing in the narrower and broader environment and act in order to improve when dealing with the eco-system in which they work and live. The attendants will be in the position to represent the opinion of the role and importance of sustainable marketing and especially about the impact of individual marketing decision making in tourism.

General skills: presentation skills, teamwork, PP presentations, approach to problem-solving, research techniques and methods necessary for further independent scientific work and the making of the doctoral dissertation .

### 1.4. Course content

Theoretical approach to marketing. Marketing and society. Social marketing focus. Sustainable development and corporate social responsibility. Marketing role in sustainable development. Ecology and marketing. Definition and goals of sustainable marketing. Green marketing and characteristics of green consumers. The contrast between conventional and sustainable marketing and the way of prevailing. Subjects of sustainable marketing. Planning of sustainable marketing.





Marketing information systems in sustainable marketing. Market segmentation for sustainable marketing. Sustainable marketing strategies. Instruments for sustainable marketing – product, price, distribution and promotion. Organisation and control of sustainable marketing. Profiling of new consumers in the function of sustainable marketing. Macro marketing in terms of sustainable development. Sustainable tourism marketing.

<b>1.5. Teaching methods</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other _____
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**1.6. Comments**

**1.7. Student's obligations**

The students are obliged to actively participate during the lectures and in researches, independently or in teamwork.

**1.8. Evaluation of student's work**

Course attendance	0,5	Activity/Participation		Seminar paper	0,5	Experimental work	
Written exam	1	Oral exam		Essay		Research	1
Project		Sustained knowledge check	0,5	Report		Practice	
Portfolio		Mentorship	1		0,5		

**1.9. Assessment and evaluation of student's work during classes and on final exam**

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

**1.10. Assigned reading**

1. Belz, F. M., Peattie, K., *Sustainability Marketing: A Global Perspective*, 2<sup>nd</sup> ed., John Wiley & Sons Ltd., Chichester, 2012.
2. Chhabra, D., *Sustainable Marketing of Cultural and Heritage Tourism*, Routledge, New York, 2010.
3. Emery, B., *Sustainable Marketing*, Prentice Hall, Englewood Cliffs, New Jersey, 2011.
4. Martin, D., Schouten, J., *Sustainable Marketing*, Prentice Hall, Upper Saddle River, 2011.
5. McKenzie-Mohr, D.: *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, 3rd Ed., New Society Publishers, Gabriola Island, Canada, 2011.

**1.11. Optional / additional reading**

1. Artal-Tur, A., Kozak, M., *Destination Competitiveness, the Environment and Sustainability*, CABI, Boston, 2015.
2. Dahlstrom, R., *Green Marketing Management*, South Western Educational Publishing, Cincinnati, 2010.
3. Grant, J., *The Green Marketing Manifesto*, John Wiley & Sons Ltd., Chichester, 2007.
4. Hartwig, M., *Sustainability Marketing in Tourism*, Akademiker Verlag, Saarbrücken, 2012.
5. McKenzie-Mohr, D., Lee, N. R., *Social Marketing to Protect the Environment: What Works*, Sage Publications, London 2012.
6. Meler, M., *Neprofitni marketing*, Ekonomski fakultet u Osijeku, Osijek 2003.
7. Ottman, J., *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding*, Greenleaf Publishing, Sheffield, 2011.

**1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences**

Will be conducted through:  
 1. questioning the students about:



- regularity and organisation of the teaching
  - literature and learning resources
  - improvement and implementation of new approaches and forms of teaching
  - exams
  - general and specific competences
  - professional communication with professors
  - how well the students are informed about the course
  - the possibility for students to influence the content and methodology
  - teaching execution
  - evaluation of the students workload (ECTS)
2. documentation and analysis of the students opinions
  3. self-evaluation of the teachers and teachers questionnaires, upon completion of the course, answering about the same issues as the students.
  4. plan of measures in order to improve the learning in the course and the manner of the performance monitoring
  5. student surveys on the web, through which students are able to express their opinion about the course at all times.



Basic description		
Course coordinator	<b>Sandra Janković, Ph.D., Full Professor</b>	
Course title	<b>ENVIRONMENTAL ACCOUNTING</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	<b>1</b>	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION
<i>1.1. Course objectives</i>
It is the aim of this course to get the students acquainted with the theoretical basis and the practical possibilities of establishing environmental accounting and auditing, as prerequisites for ensuring relevant managerial informational basis for business decision making in the fields of improving the environmental protection, following the principles of sustainable development. The emphasis is to ensure the conditions for the harmonization of the reporting system of internal and external users of the eco-costs and results along with respecting the eco-audit (EMAS) in order to present reports on the environment and audit by the same principles as the basic financial statements.
<i>1.2. Course enrolment requirements</i>
None.
<i>1.3. Expected learning outcomes</i>
On the basics of previously acquired knowledge about the role and tasks of the accounting information systems and information demands of environmental management, the students will gain general knowledge and competences from the field of environmental accounting and auditing and their role in ensuring the relevant and international comparable information necessary for the evaluation of the successful application of the eco-regulations, standards and the international contracts on the national and local plan. Specific competences will be acquired in the field of training for the construction of environmental accounting and the preparation of reports on the environment, taking the specific activities and EMAS standards into account, in order to ensure their application by the same principles by which basic financial reports are applied today. After passing the exam, the students will be able to understand, analyse and critically evaluate scientific papers in the field of environmental accounting. Additionally, they will be able to design and carry out research, including data collection, developing a research instrument and choosing an appropriate research method for environmental accounting.
<i>1.4. Course content</i>
Within this course, environmental accounting content and instruments are thought, as well as their application in scientific research. A great emphasis is placed on qualitative and quantitative research in environmental accounting. <ul style="list-style-type: none"> <li>• The role of research in environmental accounting, characteristics of quantitative and qualitative research.</li> <li>• The term and economic meaning of environmental accounting. Structure of environmental accounting (national environmental accounting, financial environmental accounting, managerial environmental accounting).</li> <li>• The term, content, structure and preconditions that encompass environmental costs.</li> <li>• Environmental accounting as a source of information for the environmental management (EMS) and strategic management.</li> <li>• The role and meaning of regulations and standards in the accounting that encompass environmental costs (international and national regulations, recommendations of EPA and IFAC, standards ISO 14000ff...).</li> <li>• Covering of the environmental impact in the lifespan of products, projects, programmes, systems (LCC - Life Cycle</li> </ul>



Costing, LCA-a - Life Cycle Assessment - ecological balance).

- Methodological assumptions of preparing accounting environmental reports for internal and external users. The including of eco-systems into reports by segments and benchmarking externally presented internally generated ecological results.
- Harmonization of internal and external environmental reporting.
- Internal and external audits on environmental management systems. The role of the EMAS (Environmental Management and Audit Scheme) in improving the reporting system on the environment and raising its quality.

1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
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1.6. *Comments*  
 Doctoral students select activities that will contribute to fully mastering the issues of the course, if possible in the accordance with the goals, research questions and hypothesis of the students' doctoral dissertation. Doctoral students have at their disposal mandatory and optional literature, as well as relevant data bases.

1.7. *Student responsibilities*

The doctoral students are expected to prepare a short scientific paper in the field of environmental accounting. The paper can be a literature review or original scientific paper containing qualitative or quantitative research on selected environmental accounting topic. The defined learning outcomes will be evaluated through this scientific paper. The highest standards of academic integrity are expected of all PhD students.

1.8. *Monitoring of student work<sup>1</sup>*

Class attendance	0.5	Class participation		Seminar paper		Experimental work	1
Written exam		Oral exam	2,5	Essay		Research	
Project		Continuous assessment		Report		Practical work	
Portfolio		Case study	1				

1.9. *Assessment of learning outcomes in class and at the final exam (procedure and examples)*

*Evaluation is done according to the description in the paragraph 2.6. of the Study Programme.*

1.10. *Mandatory literature (at the time of submission of study programme proposal)*

1. Burritt, R., Schaltegger, S., Bennett, M., Pohjola, T., Csutors, M. (Eds.), (2011): Environmental Management Accounting and Supply Chain Management, Springer Science+Business Media B.V. (selected chapters)
2. Dunn, H., (2012): Accounting for environmental impacts: Supplementary Green Book Guidance, Defra – Department for Environment, Food and Rural Affairs, HM Treasury, London. (selected chapters)
3. Herzig, Ch., Viere, T., Schaltegger, S., Burritt, R., (2013): Environmental Management Accounting: Case Studies of South – Asia Companies, Routledge. (selected chapters)
4. Humphrey, C., B. Lee (2004): The Real Life Guide to Accounting Research: A Behind-the-Scenes View of Using Qualitative Research Methods, Elsevier Science. (selected chapters)
5. Schaltegger, S., Bennett, M., Burritt, R. L. (Eds.) (2006): Sustainability Accounting and Reporting, Eco-efficiency in Industry and Science, Accounting, Control, and Reporting, Journal of Cleaner Production, Volume 136, Part A, p. 237.– 248. (selected chapters)
6. M. Smith, (2017): Research methods in accounting, fourth edition. Los Angeles, SAGE (selected chapters)

<sup>1</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.

**1.11. Optional/additional literature (at the time of submission of the study programme proposal)**

1. Che, Z.M.J., Rapih, M., Faidzulaini, M., Amin, A., Environmental Management Accounting Practices in Small Medium Manufacturing Firms, Contemporary Issues in Management and Social Science Research, Procedia - Social and Behavioral Sciences, Volume 172, p. 619.-626., 2015.
2. Environmental Management Accounting, International Guidance Document, International Federation of Accountants (IFAC), New York, USA, 2005.
3. Freedman, M. Jaggi, B. (Ed.), Accounting for the Environment – More Talk and Little Progress, Series: Advances in Environmental Accounting & Management, Vol. 5 Emerald Group Publishing Lmt, 2014.
4. IFAC, Accounting for Sustainability – From Sustainability to Business Resilience, International Federation of Accountants, USA, 2015.
5. Janković, S., Krivačić, D., Environmental Accounting as Perspective for Hotel Sustainability: Literature Review, Tourism and Hospitality Management, Vol. 20, No. 1, pp. 103.-120., 2014.
6. Peršić, M., Janković, S., Menadžersko računovodstvo hotela (selected chapters), Fakultet za turistički i hotelski menadžment u Opatiji, Sveučilišta u Rijeci, Hrvatska zajednica računovođa i financijskih djelatnika, Zagreb, 2006.
7. Gulin, D., Peršić, M. (Ur.), Upravljačko računovodstvo (selected chapters), Hrvatska zajednica računovođa i financijskih djelatnika, Zagreb, 2011.

**SCIENTIFIC JOURNALS**

1. Journal of Environmental Accounting and Management, ISSN:2325-6192, LG Scientific Publishing
  - a. <https://www.lhscientificpublishing.com/journals/JEAM-Default.aspx>
2. Advances in Environmental Accounting & Management, ISSN: 1479-3598, Emerald,  
<http://www.emeraldgroupublishing.com/products/books/series.htm?id=1479-3598>
3. • Management accounting research, ISSN: 1044-5005, Elsevier  
<https://www.journals.elsevier.com/management-accounting-research>

**1.12. Number of assigned reading copies in relation to the number of students currently attending the course**

Title	Number of copies	Number of students

**1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences**

The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.



Basic description		
Course coordinator	Igor Brajdić, Ph.D.	
Course co-lecturer	Tea Baldigara, Ph.D., Full Professor	
Course title	<b>APPLICATION OF MATHEMATICAL MODELS IN ECOLOGY</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective; inactive (not performed in the current academic year)	
Year	1	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

To enable students for the application and independent development of mathematical models in the ecological systems of the narrower and broader environment.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

Development of general knowledge about mathematical modelling of the eco-system. The development of specific competences of mathematical modelling of specific aspects of the eco-system.

### 1.4. Course content

Statistics of environmental problems. Experimental research and observing in the nature. Biodiversity indices. Food chains. Models of interaction in the nature. Models of operational research in ecology. Econometrical models in ecology.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |

### 1.6. Comments

### 1.7. Student's obligations

Attending the lectures, handing in and defending of seminar papers, taking written examinations

### 1.8. Evaluation of student's work

Course attendance	0,5	Activity/Participation		Seminar paper	1	Experimental work	
Written exam	1	Oral exam		Essay		Research	



Project		Sustained knowledge check	1,5	Report		Practice	
Portfolio		Case study	1				
<i>1.9. Assessment and evaluation of student's work during classes and on final exam</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<i>1.10. Assigned reading</i>							
1. Klepac, D.: (1992) <i>Osnove ekologije in ekologija zival</i> , Državna založba Slovenije, Ljubljana 2. Smit, M. : (1976) <i>Modeli u ekologiji</i> , Moskva, MIR 3. Murray, J.D.: (2002) <i>Mathematical biology an introduction</i> , Springer							
<i>1.11. Optional / additional reading</i>							
1. Gertsev, V.I., Gertseva, V.V.: (2004) <i>Classification of mathematical models in ecology</i> , 178, 329-334 2. Stojković M.: <i>Globalni ekonomsko-matematički model za donošenje ekoloških odluka</i> , Univerzitet u Novom Sadu, Ekonomski fakultet, Subotica							
<i>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>							
Questionnaires for students. Quality monitoring system established by the Faculty.							



Basic description		
Course coordinator	Vladimir Mićović, Ph.D., Full Professor	
Course title	ENVIRONMENTAL HEALTH MONITORING	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective; inactive (not performed in the current academic year)	
Year	1	
ECTS credits and teaching	ECTS student's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Course objective is to familiarize students with basic principles of functioning and structure of different ecosystems, as well as a great number of environmental aspects that can directly and/or indirectly affect the health of people living in the Primorsko-goranska region. Furthermore, to provide students with an insight into the most important ecological factors (biological, chemical, physical) that can affect sustainable development. Familiarize students with the rules of planning and organizing environmental health monitoring, epidemiological environmental studies with the goal of preserving the health of the population.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

*General competences:* Enable to observe and recognize the role of an individual and population with respect to the effect of ecological factors on ecosystems and human health.

*Specific competences:* Acquiring knowledge and familiarizing with epidemiological methods. ( explain and interpret epidemiological methods) determine a relation between health and sickness with unwanted effect on environmental factors; plan, organize and carry out ecological measures of protection in order to master the fundamental knowledge of planning, organizing and conducting ecological protection measures.

### 1.4. Course content

General principles of ecosystem function and structure. Human effects on ecosystems. Environmental health aspects, health aspects in environmental impact assessments, ecological health concept, global health and environmental issues. Biological, chemical and physical environmental factors and their impacts on health. Epidemiological environmental studies. Ecotoxicology. Planning and organization of ecological measures in crisis situations

### 1.5. Teaching methods

- lectures
- seminars and workshops
- exercises
- long distance education
- field work

- individual assignment
- multimedia and network
- laboratories
- mentorship
- other \_\_\_\_\_

### 1.6. Comments





<b>1.7. Student's obligations</b>							
Class attendance, activity and participation, oral exam							
<b>1.8. Evaluation of student's work</b>							
Course attendance	0,5	Activity/Participation		Seminar paper	2,5	Experimental work	
Written exam	2	Oral exam		Essay		Research	
Project		Sustained knowledge check		Report		Practice	
Portfolio							
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<b>1.10. Assigned reading</b>							
<ol style="list-style-type: none"> <li>1. Kaštelan Macan M., Petrović M., <i>Kemija okoliša</i>, HINUS I FKIT, 2013.</li> <li>2. Puntarić D., Ropac C., <i>Opća epidemiologija</i>, Medicinska naklada Zagreb, 2007.</li> <li>3. Baird, C., <i>Environmental Chemistry</i>, 2 Ed., W.F. Friedman &amp; Comp, 2003.</li> <li>4. Valić F. (ur), <i>Zdravstvena ekologija</i>, Medicinski fakultet Sveučilišta u Zagrebu, 2001.</li> <li>5. Gordis L., <i>Epidemiology</i>, 2<sup>nd</sup> ed., WB Saunders Co, Philadelphia, 2000.</li> <li>6. Babuš V., <i>Epidemiološke metode</i>, Medicinska naklada, 2000.</li> </ol>							
<b>1.11. Optional / additional reading</b>							
Teacher's recommendation, additional reading (professional and CC materials)							
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>							
Anonymous survey among students							



Basic description		
Course coordinator	Ana-Marija Vrtodušić Hrgović, Ph.D., Full Professor	
Course co-lecturer	Ivanka Avelini Holjevac, Ph.D., Professor Emeritus	
Course title	QUALITY MANAGEMENT AND SUSTAINABLE DEVELOPMENT	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student 's workload coefficient	ECTS student 's workload coefficient
	Number of hours (L+E+S)	Number of hours (L+E+S)

1. COURSE DESCRIPTION				
1.1. Course objectives				
Connect and transfer the knowledge from contemporary theory and practice TQM, social responsibility and sustainable development.				
1.2. Course enrolment requirements				
1.3. Expected course learning outcomes				
Development of specific competences, knowledge and skills from the field of TQM, standards and models of business excellence with the emphasis on the contribution of social responsibility and sustainable development.				
1.4. Course content				
Defining the term of quality and TQM. Elements of quality and sustainable development. Contemporary models of business excellence and sustainable development: EFQM, BSC, MNBQA and the Demings prize. International standards and sustainable development: ISO 9001:2008, ISO 14001:2004. Ethical tourism codex and sustainable development. Quality and competitiveness. Social responsibility and sustainable development.				
1.5. Teaching methods	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other _____		
1.6. Comments				
1.7. Student's obligations				
1.8. Evaluation of student's work				
Course	0,5	Activity/Participation	Seminar paper	Experimental



attendance					work	
Written exam		Oral exam		Essay	Research	
Project		Sustained knowledge check	2	Report	Practice	
Portfolio		Case study	2,5			
<i>1.9. Assessment and evaluation of student's work during classes and on final exam</i>						
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme						
<i>1.10. Assigned reading</i>						
<ol style="list-style-type: none"> <li>1. Avelini Holjevac, I., <i>Upravljanje kvalitetom u turizmu i hotelskoj industriji</i>, Fakultet za turistički i hotelski menadžment, Opatija, 2002.</li> <li>2. Oakland, J.S., <i>Total Quality Management and Operational Excellence</i>, Routledge Taylor Francis Group, London, New York, 2014.</li> </ol>						
<i>1.11. Optional / additional reading</i>						
<ol style="list-style-type: none"> <li>1. Goetsch, D.L., Davis, S.B., <i>Quality Management for Organizational Excellence – Introduction to Total Quality</i>, 7th Edition, Pearson Education Limited, Essex, 2014.</li> <li>2. Isaksson, R., <i>Total Quality Management for Sustainable Development: Focus on Processes</i>, Lambert Academic Publishing, 2009.</li> <li>3. Jaccard, M., <i>The Objective is Quality: An Introduction to Performance and Sustainability Management Systems</i>, EPFL Press, Lausanne, 2013.</li> </ol>						
<i>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>						
Questionnaires for students.						



General information		
Course coordinator	Daniela Gračan, Ph.D., Full Professor	
Course co-lecturer	Romina Alkier, PhD., Full Professor	
Course title	Managing Sustainable Development of Nautical Tourism	
Study programme	Doctoral study "Management of sustainable development"	
Course Status	elective	
Year	1	
Value of points and way of class performance	ECTS Coefficient of Student's work overload	5
	Number of hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION
<p><i>1.1. Course goals</i></p> <p>Goal of the course is:</p> <ul style="list-style-type: none"> <li>• Studying basic principles of managing sustainable development of Nautical Tourism founded on the study of Nautical Tourism development with the existing regulation,</li> <li>• Developing capability of understanding and analyzing priorities in proper, sustainable resource managing and in improving and maintaining competitive position of Croatian Nautical Tourism for a longer period,</li> <li>• Expansion of knowledge about the Nautical Tourism legislation and emphasizing the importance of market aspect of Nautical Tourism,</li> <li>• Training of attendants for individual and team research work, and for preparation of a scientific-research paper,</li> <li>• Emphasizing the importance of practical procedures with the purpose of managing sustainable development of all segments of Nautical Tourism: ports of nautical tourism, cruising and charter companies.</li> </ul>
<p><i>1.2. Course enrolment requirements</i></p>
<p><i>1.3. Expected course learning outcomes</i></p> <p>Learning outcomes manifest through general and specific competences. General competences imply mastering theoretical knowledge from the studied course units, training for independent and collaborative team research work, widening and application of adopted knowledge in preparation of research papers, improving the skills of teamwork and communicating through work on joint projects, communication and presentation skills.</p> <p>Specific competences imply adoption of theoretical and applicable knowledge about managing sustainable development of Nautical Tourism and all of its segments: ports of nautical tourism, cruising and charter, and in particular process functions of marinas; appropriate use of practical procedures on all areas of business of ports of nautical tourism; developing awareness about strategic managing of Nautical Tourism with a goal of creating a nautical tourism product which matches the tourist's preferences and through that forms assumptions for achieving competitiveness on the tourist market.</p>
<p><i>1.4. Course content</i></p> <p>Based on a wide spectrum of primary economic and social motives which determine its contents, Nautical Tourism is a tourism of balance, experience, polycentric choice, originality, development of personality, new spiritual atmosphere, but also optimal economic goal and results, which enables successful realization of its primary function and satisfying more complex motives and needs of nautical tourists.</p> <p>Course defines the area of Nautical Tourism through the term and significance of Nautical Tourism, and factors of its</p>



development. It emphasizes the studying of basic principles of managing sustainable development of Nautical Tourism through all the phases of managing. Three basic forms of nautical tourist traffic are separated and thoroughly processed: ports of nautical tourism, charter and cruising. Complexity of Nautical Tourist Market and its basic parts is being processed, which requires centralization of the offer and effective placing on the market. Also, capacities for providing services of Nautical Tourism, as well as the typology of nautical ports are being processed. It is necessary to analyze the nautical offer to the details, and organize it optimally due to the efficient placing on the European market. Trends and global movements on the world Nautical Tourist market are being analyzed, and with the use of quantitative and qualitative indicators the state of Nautical Tourism in the Republic of Croatia is being presented, and guidelines and perspective of development is being presented. Ecological aspects of Nautical Tourism are being analyzed, and the measures which are focused on determining the upper boundary of tourist construction, prescribing and control of ecological influences, determining the guidelines for managing waste and waste waters, and ensuring quality. Measures in the field of protection and preservation of the sea and the coast are being emphasized and defined, all with appreciation of ecological and developmental specificity of certain parts, and all according to the individual forms of Nautical Tourism.

1.5. <i>Types of teaching performance</i>	<input checked="" type="checkbox"/> <b>Lectures</b> <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> <b>Exercises</b> <input type="checkbox"/> Long distance education <input type="checkbox"/> Field work	<input checked="" type="checkbox"/> <b>Individual assignments</b> <input type="checkbox"/> Multi-media and Network <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> <b>Mentorship</b> <input type="checkbox"/> Rest
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1.6. *Comments*

1.7. *Student's obligations*

In agreement and under mentorship of teachers, students are required to track the dynamics of conducting the anticipated obligations. With the use of relevant literature, students are required to create individual assignments according to the principles of scientific research work. Activities in classes will be the basis for the evaluation.

1.8. *Evaluation<sup>2</sup> of student's work*

Course attendance	0.5	Activity during class		Seminar paper		Experimental work	
Written exam	2,5	Oral exam		Essay	2	Research	
Project		Continuous knowledge check		Report		Practical work	
Portfolio							

1.9. *Procedure and the examples of evaluation of the learning outcome during classes and on final exam*

**Evaluation is conducted according to the described in the item 2.6. of the Study Program**

1.10. *Obligatory literature (in the period of application of the proposition of a study program)*

Luković, T., Gračan, D., Zec, D. i koautori (2015) Nautički turizam Hrvatske. Split: Redak  
 Peručić, D. (2013) Cruising-turizam - razvoj, strategije i ključni nositelji. Dubrovnik: Sveučilište u Dubrovniku, Dubrovnik  
 Gračan, D., Alkier, Radnić, R., Uran, M. (2011) Strateška usmjerenja nautičkog turizma u Europskoj uniji. Rijeka: Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu u Opatiji

1.11. *Supplementary literature (in the period of application of the proposition of a study program)*

Institut za turizam (2015) Akcijski plan razvoja nautičkog turizma  
 Luković, T. (2013) Nautical tourism. Boston: CAB International  
 Luković, T., Gržetić, Z. (2007) Nautičko turističko tržište u teoriji i praksi Hrvatske i europskog dijela Mediterana. Split:

<sup>2</sup> **IMPORTANT:** along with every of ways of tracking student's work enter appropriate share in ECTS points of individual activities in a way that total number of ECTS points matches the point value of the course. Empty fields use for additional activities.



Hrvatski hidrografski institute		
<i>1.12. Number of copies of obligatory literature in relation to the number of students who are currently attending the classes on the course</i>		
<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
<i>1.13. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>		
Quality of the teaching process will be monitored through examination of attitudes of study attendants about the course quality (surveying), and the analysis of acquired results.		



General information		
Course instructor	Peter Mason, Ph.D., Full Professor Daniela Soldić Frleta PhD, Associate Professor	
Name of the course	Critical Issues in Tourism	
Study programme	Doctoral study "Management of sustainable development"	
Status of the course	elective	
Year of study	1 (2. Semester)	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION
<i>1.1. Course objectives</i>
<ul style="list-style-type: none"> <li>• Explore the nature of the tourism and hospitality industry as a multi-layered and fragmented amalgam of interests, needs and values.</li> <li>• Explore the measures that may be taken to address imbalances caused to the environment, social and economic interests that arise from a primarily market driven activity.</li> <li>• Critically evaluate the impact of macro-issues, such as globalisation, sustainability and climate change on the tourism and hospitality sector.</li> <li>• Critically evaluate the impact of micro-issues, such as corporate governance, policy making and ethics on the tourism and hospitality sector.</li> <li>• Develop a critical understanding of how businesses and key stakeholders in the tourism and hospitality sector respond to, interpret and manage issues they encounter.</li> </ul>
<i>1.2. Course enrolment requirements</i>
-
<i>1.3. Expected learning outcomes</i>
<p>Learning Outcomes (LO)</p> <p>LO 1 Undertake investigations to address significant critical issues in tourism and hospitality. Assimilate and analyse published information and statistical data to construct an academically robust presentation topic focusing on a contemporary issue in tourism and hospitality.</p> <p>LO2 Present orally an academically robust presentation topic focusing on a contemporary issue in tourism and hospitality. Respond to critical questions on the presentation topic during the presentation.</p> <p>LO3 Produce written work in essay format supported by academic references focusing on significant critical issues in tourism and hospitality.</p>
<i>1.4. Course content</i>
<ol style="list-style-type: none"> <li>1) Ethics and Tourism</li> <li>2) Globalisation and Tourism</li> <li>3) Tourism and Environmental Sustainability</li> <li>4) Tourism and Trade</li> <li>5) Tourism Employment</li> <li>6) Climate Change and Tourism</li> <li>7) Protected Areas and Tourism</li> <li>8) Heritage Tourism: Case study Dark Tourism</li> </ol>



9) Corporate Social Responsibility and Tourism							
10) Overtourism							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. Comments	Teaching/learning will involve lectures, seminars and practical exercises. A key part of the assessment will involve an assessed group presentation. This will be supported by an individual assessed report based on the group presentation.						
1.7. Student responsibilities							
Three assessments: 1) Group Presentation using audio-visual aids; 2) Individual Report based in group presentation (1500 words), 3) Individual Essay (3000 words)							
1.8. Monitoring of student work <sup>3</sup>							
Class attendance	0,5	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam		Essay	1,5	Research	
Project		Continuous assessment		Report	1	Practical work	
Portfolio		Group Presentation	2				
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
LO 1 and LO 2 will be assessed by the Group Presentation which will take place in class (Assignment 1) LO 1 and LO2 will also be assessed by Assignment 2, the Individual Report based on the Group Presentation. LO3 will be assessed by the Individual Essay (Assignment 3)							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Goodwin, H. (2011) Taking Responsibility for Tourism. Oxford: Goodfellows. 2. Liburd, J. and Edwards, D. (2010) Understanding the Sustainable Development of Tourism. Oxford: Goodfellows. 3. Lovelock, B and Lovelock, K (2013) The Ethics of Tourism: Critical and Applied Perspectives. London. Routledge 4. Mason, P (2017) Geography of Tourism: Image, Impacts and Issues, Oxford: Goodfellow Publishers 5. Mowforth, M. and Munt, I. (2015) Tourism and sustainability: development, globalisation and new tourism in the Third World. London: New York: Routledge. 6. Singh, T. V. (2012) (Eds) Critical Debates in Tourism. Bristol: Channel View Publications. 7. Tribe, J. (2009) Philosophical Issues in Tourism. Bristol: Channel View Publications. 8. Yeoman, I. (2012) 2050 – Tomorrow's Tourism. Bristol: Channel View Publications.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Beirman, D. (2003) Restoring tourism destinations in crisis: a strategic marketing approach. Cambridge: CABI Publishers. Australia: Allen and Unwin. 2. Buhalis, D. and Costa, C. (eds) (2006) Tourism management dynamics: trends, management and tools. Amsterdam: Elsevier Butterworth-Heinemann. 3. Coles, T. and Hall, C. M. (2008) International Business and Tourism. London: New York: Routledge. 4. Hawkins, R. and Bohdanowicz, P. (2008) Responsible Hospitality Theory and Practice. Oxford: Goodfellow.							

<sup>3</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.





5. Mason, P (2016) <i>Tourism Impacts, Planning and Management</i> , London: Routledge		
6. Yeoman, I. (2008) <i>Tomorrow's Tourist: scenarios and trends</i> . Oxford: Elsevier Science		
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>		
<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Goodwin, H. (2011) <i>Taking Responsibility for Tourism</i> . Oxford: Goodfellows.	2	
Liburd, J. and Edwards, D. (2010) <i>Understanding the Sustainable Development of Tourism</i> . Oxford: Goodfellows.	2	
Lovelock, B and Lovelock, K (2013) <i>The Ethics of Tourism: Critical and Applied Perspectives</i> . London. Routledge	2	
Mason, P (2017) <i>Geography of Tourism: Image, Impacts and Issues</i> , Oxford: Goodfellow Publishers	2	
Mowforth, M. and Munt, I. (2015) <i>Tourism and sustainability: development, globalisation and new tourism in the Third World</i> . London: New York: Routledge.	2	
Singh, T. V. (2012) (Eds) <i>Critical Debates in Tourism</i> . Bristol: Channel View Publications	2	
Tribe, J. (2009) <i>Philosophical Issues in Tourism</i> . Bristol: Channel View Publications.	2	
Yeoman, I. (2012) <i>2050 – Tomorrow's Tourism</i> . Bristol: Channel View Publications.	2	
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
Regulated by internal acts of the Faculty – standardized questionnaire for evaluation of the University of Rijeka. Portfolio of the student (monitoring the improvement).		



General information		
Course instructor	Žan Jan Oplotnik, PhD, Full Professor Siniša Bogdan, PhD, Associate Professor Suzana Bareša, PhD, Associate Professor	
Name of the course	Investments and Capital Market	
Study programme	Doctoral study "Management of sustainable development"	
Status of the course	Elective	
Year of study	1 <sup>st</sup> year (2. semester)	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION		
1.13. <i>Course objectives</i>		
The aim of this course is to expand theoretical knowledge about the functioning of capital market, and develop the ability to: independently apply relevant models in assessing the value of financial assets, select investment strategy, manage investment portfolio, understand and apply the top-down securities analysis. Acquiring specific knowledge in the field of <i>portfolio theory</i> will enable understanding the effective allocation of assets.		
1.14. <i>Course enrolment requirements</i>		
No course enrolment requirements		
1.15. <i>Expected learning outcomes</i>		
After attending and passing this course the student will be able to: <ul style="list-style-type: none"> <li>• argue investments in different types of assets,</li> <li>• compare and differentiate different investment strategies,</li> <li>• evaluate the return and risk of the portfolio,</li> <li>• create an efficient portfolio and determine the structure of the optimal risk portfolio,</li> <li>• argue the theory of market efficiency,</li> <li>• value equity and debt securities by top-down approach.</li> </ul>		
1.16. <i>Course content</i>		
The Investment Environment. Financial Markets and instruments. Investors, Intermediaries and Ways of Investing. Portfolio theory. Risk and return. Diversification. Efficient frontier. Capital Asset Pricing Model. Arbitrage Pricing Theory. Efficient Market Hypothesis. Security analysis. Top-down approach.		
1.17. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
1.18. <i>Comments</i>		
1.19. <i>Student responsibilities</i>		
Student obligations are determined by the types of teaching (point 1.5) and in accordance with the types of monitoring tools as defined in point 1.8.		



1.20. <i>Monitoring of student work<sup>4</sup></i>							
Class attendance	0,5	Class participation		Seminar paper		Experimental work	
Written exam	1,5	Oral exam		Essay		Research	3
Project		Continuous assessment		Report		Practical work	
Portfolio							
1.21. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
1.22. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
Bodie, Zvi, Alex Kane, and Alan J. Marcus. 2006. <i>Počela ulaganja</i> [Investments]. 4. izd. Zagreb: Zagrebačka škola ekonomije i managemena, Mate doo.							
1.23. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
Reilly, Frank K., and Keith C. Brown. 2011. <i>Investment analysis and portfolio management</i> . 10th ed. Mason, OH: Cengage Learning.							
Jordan, Bradford D., Thomas W. Miller, and Steven D. Dolvin. 2015. <i>Fundamentals of investments: Valuation and management</i> . New York: McGraw-Hill Education							
1.24. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Bodie, Zvi, Alex Kane, and Alan J. Marcus. 2006. <i>Počela ulaganja</i> [Investments]. 4. izd. Zagreb: Zagrebačka škola ekonomije i managemena, Mate doo.					7		
1.25. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of program, teaching process, teaching skills and the level of adoption of the course content will be assessed by means of a written evaluation and other means defined by the accepted standards in accordance with the Rulebooks on the system of quality assurance and improvement of UNIRI and FTTHM.							

<sup>4</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Basic description		
Course coordinator	Dragan Magaš, Ph.D.	
Course title	PUBLIC SECTOR AND TOURISM POLITICS	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective; inactive (not performed in the current academic year)	
Year	2	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

To introduce the students of the postgraduate doctoral study with the public administration attitude toward tourism and the demands that the tourism industry most often has towards the public administration. Research of the public administration is usually used for social benefits and the social control of development costs.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

Understanding the relationship of the public administration, its measures and tools for tourism. Understanding the rules which establish a correlation between the importance of tourism for the economy of a certain country and the interests of the public sector that goes to the formation of the appropriate organisational forms which are in charge of tourism.

### 1.4. Course content

The framework of public politics and public tourism organisation. The impact of the public sector on the tourism development. Demand and revenue management. Services and costs management. Intervention politics.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |

### 1.6. Comments

### 1.7. Student's obligations

### 1.8. Evaluation of student's work

Course attendance	1	Activity/Participation		Seminar paper	1	Experimental work	
Written exam		Oral exam	1	Essay		Research	1



Project		Sustained knowledge check		Report		Practice	
Portfolio		Mentorship	1				
1.9. <i>Assessment and evaluation of student's work during classes and on final exam</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
1.10. <i>Assigned reading</i>							
<ol style="list-style-type: none"> <li>1. Jenkins, J., <i>Stories of Practice: Tourism Policy and Planning</i>, Routledge, 2016.</li> <li>2. Bramwell, B., Lane, B., <i>Tourism Governance: Critical Perspectives on Governance and Sustainability</i>, Routledge, 2013.</li> <li>3. Edgell, D. L., Swanson, J., <i>Tourism Policy and Planning: Yesterday, Today, and Tomorrow</i>, Routledge, 2013.</li> <li>4. Dwyer, L., Forsyth, P., <i>Tourism Economics and Policy</i>, Channel View Publications, 2010.</li> <li>5. OECD Tourism Trends and Policies 2014, OECD Publishing, 2014.</li> <li>6. Keller, P., Bieger, T., <i>Managing change in tourism, Creating Opportunities – Overcoming Obstacles</i> (AIEST), Erich Schmidt Verlag, Berlin, 2010.</li> <li>7. Magaš, D., <i>Menadžment turističke organizacije i destinacije</i>, Sveučilište u Rijeci, Fakultet za turistički i hotelski menadžment Opatija, Adamić, Rijeka, 2003.</li> <li>8. <i>WTO Basic Concepts of the Tourism Satellite Account (TSA)</i>, WTO, Madrid.</li> <li>9. Barković, I., Širić, M. <i>Uloga i značaj javno-privatnog partnerstva u Republici Hrvatskoj : izabrani primjeri</i>, Ekonomski vjesnik. 23 (2010), 1 ; str. 184-202.</li> <li>10. Budak, J., Jurlina Alibegović, D., Nestić, D. [et al.], <i>Deset tema o reformi javne uprave u Hrvatskoj</i>. Zagreb, 2011.</li> <li>11. Bejaković, P., Vukšić, G., Bratić, V. <i>Komparativna analiza zaposlenosti i naknada za zaposlene u javnom sektoru u Hrvatskoj i u Europskoj uniji</i>, Social Research Journal for General Social Issues (Društvena istraživanja Časopis za opća društvena pitanja), Issue: 1 / 2012, str.: 101-119</li> </ol>							
1.11. <i>Optional / additional reading</i>							
<ol style="list-style-type: none"> <li>1. Yescombe, E. R., <i>Javno-privatna partnerstva: načela politike i financiranje</i>, Zagreb, Mate, 2010.</li> <li>2. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S., <i>Ekonomija turizma – načela i praksa</i>, Ekokon, Split, 2008.</li> <li>3. Juričić, D., <i>Ekonomija javno-privatnog partnerstva</i>, Ekonomski pregled, 59 (2008), 7/8 ; str. 452-468</li> <li>4. Perić, J., Dragičević, D., <i>Partnerstvo javnog i privatnog sektora : razumijevanja, teorijske poveznice, međunarodno iskustvo</i> (izbor radova), Rijeka, Fintrade &amp; tours, 2006.</li> <li>5. Bošković, T., <i>Turizam kao faktor privrednog razvoja</i>, Škola biznisa. 2 (2009), str. 23-28.</li> </ol>							
1.12. <i>Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>							
Questionnaires, surveys and discussions with teachers will assess the quality of the lectures, acquisition of the programme content and the achieved results. It will all be documented and the success of the students will be continuously analysed, during the lectures, while carrying out their obligations and the performance of student learning outcomes. The students' success and satisfaction will also be monitored and controlled during the personal contact of the mentor and the student.							



Basic description		
Course coordinator	Mislav Šimunić, Ph.D., Full Professor	
Course co-lecturer	Sonja Sibila Lebe, Ph.D., Full Professor	
Course co-lecturer	Ljubica Pilepić Stifanich, Ph.D., Associate Professor	
Course title	E-BUSINESS IN TOURISM	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

1.1. Course objectives							
Today, it is almost impossible to talk about modern business without mentioning electronic business, electronic marketing and sophisticated "IT"business solutions. After completing the course students will be able to understand; how to plan and implement IT in business, how to use and make business and analysis when business goes "via" internet and world wide web.							
1.2. Course enrolment requirements							
Basic course of informatics science, work experience							
1.3. Expected course learning outcomes							
Correct interpretation and use of basic concepts in "Using IT, internet and www in modern business".							
1.4. Course content							
Interaction: Information technology – Information system – Internet – World Wide Web - Tourism. Electronic business, electronic marketing and contemporary e-advertising models. Modern business - sophisticated business solutions.							
1.5. Teaching methods	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> long distance education <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignment <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. Comments							
1.7. Student's obligations							
Regular class attending, project paper (case study) and final oral exam.							
1.8. Evaluation of student's work							
Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work	
Written exam		Oral exam	2	Essay		Research	
Project		Sustained knowledge check		Report		Practice	



Portfolio					Case Study	2,5
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>						
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme						
<b>1.10. Assigned reading</b>						
<ol style="list-style-type: none"><li>1. Ali, A., Frew, A., Information and Communication Technologies for Sustainable Tourism, Routledge-Taylor and Francis Group, London &amp; New York, 2013.</li><li>2. Benckendorff, P. J., Tourism Information Technology, CABI, 2014.</li><li>3. Hajime, E., New Business Opportunities in the Growing E-Tourism Industry, IGI Global, 2015.</li></ol>						
<b>1.11. Optional / additional reading</b>						
<ol style="list-style-type: none"><li>1. Galičić, V., Šimunić, M. Informacijski sustavi i elektroničko poslovanje u turizmu i hotelijerstvu, FTMM Opatija, Opatija, 2006.</li><li>2. Actual Scientific papers and *.ppt presentations (power point presentations)</li></ol>						
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>						
Course attendance, Case study and final exam are graded.						



GENERAL INFORMATION		
Course instructor	Zvonimira Šverko Grdić, Ph.D., Full professor	
Name of the course	ECONOMICS OF CLIMATE CHANGE	
Study programme	Doctoral study "Management of sustainable development"	
Status of the course	elective	
Year of study	2	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

## 2. COURSE DESCRIPTION

### 1.1. Course objectives

Enable students to understand the economic impact of climate change on the total economy, especially on tourism. Students will be able to understand national and international climate policy but also to determine the benefits and costs of different options to mitigate or adapt to climate changes.

### 1.2. Course enrolment requirements

No requirements.

### 1.3. Expected learning outcomes

- To interpret correctly fundamental concepts about climate change and their impact on the total economy
- To create techniques of assessing the costs and benefits of mitigation and adaptation
- To differentiate the climate changes mitigation capabilities by using different economic instruments (taxes on CO2 emissions, permits for trading of greenhouse gas emissions, incentives for research and development, technology transfer and many other measures)
- To identify the development that is based on sustainable principles and which does not adversely affect the climate movements
- To predict the impact of tourism on the intensifying climate changes
- To make the mitigation and adaptation plans for a tourist destination or a specific sector of the economy

### 1.4. Course content

The theoretical determinants of climate changes; The impact of climate changes on growth and development of society; Policy of adaptation to climate changes, planning and organising the institutional support (legislative, market and institutional elements); Managing greenhouse gas emissions: mitigation of climate changes; The importance of the environment for tourist flows; The growth of tourism, mobility and greenhouse gas emissions; To change the behavior of the consumer and tourist demand in response to climate changes

1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures	<input checked="" type="checkbox"/> individual assignments
	<input checked="" type="checkbox"/> seminars and workshops	<input type="checkbox"/> multimedia and network
	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other _____

### 1.6. Comments

-





1.7. Student responsibilities

1.8. Monitoring of student work<sup>5</sup>

Class attendance	0,5	Class participation		Seminar paper	1,5	Experimental work	
Written exam	1	Oral exam	2	Essay		Research	
Project		Continuous assessment		Report		Practical work	
Portfolio							

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

The assessment is carried out as described in the point 2.6. of Study Programme.

1.10. Mandatory literature (at the time of submission of study programme proposal)

1. Perić, J., Šverko Grdić, Z.; Klimatske promjene i turizam, Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, 2017.
2. UNDP; Dobra klima za promjene, 2008. – dostupno online, [http://klima.hr/razno/priopcenja/NHDR\\_HR.pdf](http://klima.hr/razno/priopcenja/NHDR_HR.pdf)
3. Harris, J.M., Roach, B., Codur, A.M.; The Economics of Global Climate Change, Global Development and Environment Institute, 2017., dostupno online [http://www.ase.tufts.edu/gdae/education\\_materials/modules/The Economics of Global Climate Change.pdf](http://www.ase.tufts.edu/gdae/education_materials/modules/The_Economics_of_Global_Climate_Change.pdf)
4. Puđak, J.; Koga brigada za klimu, Institut društvenih znanosti Ivo Pilar, 2014.

1.11. Optional/additional literature (at the time of submission of the study programme proposal)

1. Stern, N.; The Economics of Climate Change, Cambridge University Press, 2007., dostupno online na: <http://unionsforenergydemocracy.org/wpcontent/uploads/2015/08/sternreviewreportcomplete.pdf>
2. Climate Change and Tourism, Responding to Global Challenges, UNEP, 2008., dostupno online <https://sdt.unwto.org/sites/all/files/docpdf/climate2008.pdf>

1.12. Number of assigned reading copies in relation to the number of students currently attending the course

Titles	Number of copies	Number of students
Perić, J., Šverko Grdić, Z.; Klimatske promjene i turizam, Sveučilište u Rijeci, Fakultet za menadžment u turizmu i ugostiteljstvu, 2017.	10	
UNDP; Dobra klima za promjene, 2008. – dostupno online <a href="http://klima.hr/razno/priopcenja/NHDR_HR.pdf">http://klima.hr/razno/priopcenja/NHDR_HR.pdf</a>	Available online	
Harris, J.M., Roach, B., Codur, A.M.; The Economics of Global Climate Change, Global Development and Environment Institute, 2017.	Available online	
Puđak, J.; Koga brigada za klimu, Institut društvenih znanosti Ivo Pilar, 2014.	5	

1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The evaluation of course performance and student evaluation.

<sup>5</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Basic description		
Course coordinator	Elvio Baccarini, Ph.D., Full Professor	
Course title	ETHICS OF SUSTAINABLE DEVELOPMENT	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION		
1.1. Course objectives		
The goal of the course is that the students meet, understand and analyse the basic terms and facts from the course <i>Ethics</i> .		
1.2. Course enrolment requirements		
1.3. Expected course learning outcomes		
<p>After completing the obligations the student will be able to:</p> <p>understand, analyse and compare basic methodological approaches in ethical debates about sustainable development and develop a critical attitude towards it;</p> <p>understand, analyse and compare dominant morale theories in which framework there is a discussion about sustainable development;</p> <p>apply the theoretical settings of moral philosophy into realistic situations concerning sustainable development, with a special review on the question of justice, the relation towards future generations and the relation between poverty/wealth.</p>		
1.4. Course content		
<p>Sustainable development as a controversial term. Do we need to consider the issue of sustainability from the current situation? Sustainable development and or responsibilities towards the future generations. Sustainability and intergenerational justice. Intergenerational equity and options of sustainability. Social justice and ecological goods. Sustainable development and the accumulation of capital. Sustainable development, social justice and ecological taxation. Ecological degradation. Contemporary genetic technologies and sustainable development. Ethical anthropocentrism and critics of speciesism.</p>		
1.5. Teaching methods	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other _____
1.6. Comments	-	
1.7. Student's obligations		



The student has the obligation to read the relevant literature before the classes, as a preparation for the lectures and prerequisite for a satisfactory activity in the classes. The engagement in the class and the final essay will be the basis for the evaluation.

### 1.8. Evaluation of student's work

Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work	
Written exam		Oral exam		Essay	2	Research	
Project		Sustained knowledge check		Report		Practice	
Portfolio		Mentorship	2,5				

### 1.9. Assessment and evaluation of student's work during classes and on final exam

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

### 1.10. Assigned reading

1. Beckerman, W., Pasek, J., *Justice, Posterity, and the Environment*, Oxford, Oxford University Press, 2001.
2. Persson, I., Savulescu, J., *Unfit for the Future*, Oxford, Oxford University Press, 2011.
3. Singer, P., *Jedan svijet. Etika globalizacije*, Zagreb, Ibis grafika, 2005.

### 1.11. Optional / additional reading

1. Campbell, S.D., *Sustainable Development and Social Justice: Conflicting Urgencies and the Search for Common Ground in Urban and Regional Planning*, Michigan Journal of Sustainability, 1 (1), <http://dx.doi.org/10.3998/mjs.12333712.0001.007> (pristup 25.10.2016.)
2. Bell, D.R., *Political Liberalism and Ecological Justice*, Analyse & Kritik, 28 (2), 2006, pp. 206-222.
3. Leuenberger, D.Z., Wakin, M., *Sustainable Development in Public Administration Planning. An Exploration of Social Justice, Equity, and Citizen Inclusion*, "Administrative Theory & Praxis", 29 (3), 2007, pp. 394-411.
4. Schmidtz, D., *Person, Polis, Planet. Essays in Applied Philosophy*, Oxford, Oxford University Press, 2008.
5. Sunstein, C.R., *Worst-Case Scenarios*, Cambridge, Harvard University Press, 2007.
6. Vanderheiden, S., *Atmosferic Justice. A Political Theory of Climate Change*, Oxford, Oxford University Press, 2008.
7. Winston, M., *Sustainability and Social Justice*, International Journal of Business and Social Science, 16 (2), 2011., pp. 33-37.

### 1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences

Monitoring of the quality and performance of the course will be focused on the students experience and intellectual progress. In connection to this, a questionnaire will be created and used and with it the students will evaluate the teaching skills, interaction with the students, the learning of the content, institutional environment. The possibility of an early evaluation is anticipated (3 to 5 weeks after classes start) and evaluation upon completion of the course. Debates will be held with the aim of focusing on the causes that led to the formation of certain attitudes about the course (group and individual). The course coordinator will rely on the observations of other teachers, colleagues, and experts. An important fact for the quality monitoring will be the student's results: grading and evaluating of the students works which can give insight about particular deficiencies in the course content or difficulties in understanding parts of the curriculum, each student will have a portfolio (progress monitoring).



Basic description		
Course coordinator	Helga Maškarin Ribarić, Ph.D., Full Professor	
Course title	STRATEGIC MEASUREMENT SYSTEMS AND MANAGING COMPANY RESULTS	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

After successfully mastering the programme of the course, the students will be able to: explain the importance of successful measurement of business results: design, implement and analyse the measures of success and goals which are consistent with the strategic objectives, evaluate the strategy using the feedback system for strategic measurement and result management; develop strategic maps and BSC; plan and execute a strategic system for the results management.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

Correct understanding and interpretation of basic concepts; description and interpretation of various systems for strategic measurement and results management: developing of strategic maps and BSC.

### 1.4. Course content

The company in the system environment; the company as a system; results of operations – traditional and contemporary approaches; Measurement process of business results: basic theory of indicators: Traditional result management systems (DuPont, ZVEI, RL, Tableau de Bord); Contemporary systems for strategic management – characteristics, development, and design, operationalisation and implementation (Balanced Scorecard, strategic maps. the pyramid of success...); strategic management result systems as early warning systems.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |

### 1.6. Comments

### 1.7. Student's obligations

Course attendance, written exam (understanding of the factual and conceptual knowledge, making a project (development of a strategic map and BSC) and defence of the project sustainability at the oral examination.



<b>1.8. Evaluation of student's work</b>							
Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work	
Written exam	0,5	Oral exam	1	Essay	2	Research	
Project	3	Sustained knowledge check		Report		Practice	
Portfolio							
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<b>1.10. Assigned reading</b>							
<ol style="list-style-type: none"> <li>1. Merchant, K.A., Van der Stede, W.A., <i>Management Control Systems: Performance Measurement, Evaluation and Incentives</i>, 3<sup>rd</sup> Edition, Financial Times Press, 2011.</li> <li>2. Bourne, M., Bourne, P., <i>Handbook of Corporate Performance Management</i>, John Wiley &amp; Sons, 2011.</li> <li>3. Kaplan, R. and Norton, D., <i>Strategy Maps: Converting Intangible Assets into Tangible Outcomes</i>, Harvard Business School Press, 2004.</li> </ol>							
<b>1.11. Optional / additional reading</b>							
<ol style="list-style-type: none"> <li>1. Aguinis, H., <i>Performance Management</i>, 2<sup>nd</sup> Ed., Pearson Prentice Hall, 2009.</li> <li>2. Cokins, G., <i>Performance Management: Integrating Strategy, Execution, Methodologies, Risk and Analytics</i>, John Wiley and Sons, 2009.</li> <li>3. Kaplan, R. and Norton, D., <i>Alignment: Using the Balanced Scorecard to Create Corporate Synergies</i>, Harvard Business School Press, 2006.</li> <li>4. Kaplan, R., Norton, D., <i>The Execution Premium: Linking Strategy to Operations for Competitive Advantage</i>, Harvard Business Press, 2008.</li> <li>5. Simons, R., <i>Performance Measurement and Control Systems for Implementing Strategy</i>, Prentice Hall, 2000.</li> <li>6. Tintor, J., <i>Poslovna analiza</i>, Masmedia, Zagreb, 2009.</li> </ol>							
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>							
Regulated by internal acts of the Faculty – standardized questionnaire for evaluation of the University of Rijeka. Portfolio of the student (monitoring the improvement)							



Basic description		
Course coordinator	Irena Ateljević, Ph.D., Associate Professor	
Course title	TOURISM PROJECTS AND THEIR ENVIRONMENTAL IMPACT	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student's workload coefficient	5
	Number of hours (P+V+S)	15 (10+0+5)

## 1. OPIS PREDMETA

### 1.1. Course objectives

Course objectives are divided in four main educational phases:

- Basis of normative ecological assessment in accordance with three European directives 85/337/EEZ, 1985 Environmental impact assessment (PUO) projects, 92/43/EEZ Environmental incidence assessment (Vinci) projects and planning 2001/42/EZ Strategic environmental assessment (SEA);
- Evaluating methods and procedures from the point of three assessment areas
- Techniques used in preparations for environmental impact assessment (Vinci)
- Presentation of studies on environmental impact assessment (infrastructural projects, roads, renovation, plans connected to regulation) regarding investments in tourism in accordance with the three European directives

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

To offer students: Acquire knowledge on European environmental impact assessment legislation projects and town-planning scheme. Environmental impact assessment (EIA), Strategic environmental assessment (SEA) and environmental incidence assessment (Vinci). Techniques to carry out environmental impact assessment in tourism projects.

### 1.4. Course content

Content: Methods for environmental assessment like EIA, SEA or Habitat Regulation Assessment are based on the same theory and methodology as environmental impact assessment studies carried out in projects, During the monitoring of these methods and techniques it is possible to provide environmental impact assessments even for projects, plans, and territorial programmes.

Course programme:

With strategic environmental assessment coming into effect in 2001.. 2001/42/CE (SPUO), town-planning scheme and territorial programme, one long legislative phase came to an end. In this period EU members were attentive of procedure implementation, methods and techniques to validate projects, programmes and plans and satisfy mandatory procedures in reference to environmental valuation.

Furthermore, directives 85/337/CEE, from 1998, on Environmental valuation (Valutazione di Impatto ambientale) of projects and the additional directive 92/43/CEE from 1999, on Environmental incidence valuation (Valutazione di Incidenza Ambientale) of projects, town-planning schemes and territorial programmes is finalized with special protection of biodiversity in areas of importance for the EU. Evolution of projects disciplines is oriented towards knowledge integration derived from studies on environmental impact assessment, which serves as a good incubator for increasing projects' quality.



These procedures require the three grand systems that make up an environment, the biotic aspects (flora and fauna), abiotic (geostructure, earth and air) and human (social, economic and cultural structure) to become basis for project assessment.

Therefore successful projecting, programming and planning tourism projects should have a specific assessment, that enables them to reach internationalisation of sustainability principles on different levels of territorial development.

Lecture content: Course objectives are divided in four main educational phases:

- Basis of normative ecological assessment in accordance with three European directives 85/337/EEZ, 1985 Environmental impact assessment (PUO) projects, 92/43/EEZ Environmental incidence assessment (Vinci) projects and planning 2001/42/EZ Strategic environmental assessment (SEA);
- Evaluating methods and procedures from the point of three assessment areas
- Techniques used in preparations for environmental impact assessment (Vinci)
- Presentation of studies on environmental impact assessment (infrastructural projects, roads, renovation, plans connected to regulation) regarding investments in tourism in accordance with the three European directives

Teaching methods: Lectures, case-study analysis, exercises and back-up in relation to EIA, SEA and Vince as the most important parts of the course, as well as impact assessment methodology on environment and/or plans. Guest lecturers, specialists in area of EIA, SEA and Vince in tourism destinations will be invited.

<b>1.5. Teaching methods</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other _____
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<b>1.6. Comments</b>	-
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**1.7. Student's obligation**

Knowledge on European directives on Environmental impact assessment, Strategic environmental assessment, Environmental incidence assessment

**1.8. Evaluation of student's work**

Course attendance	0,5	Activity/Participation		Seminar paper	1,5	Experimental work	1
Written exam		Oral exam	2	Essay		Research	
Project		Sustained knowledge check		Report		Practice	
Portfolio							

**1.9. Assessment and evaluation of student's work during classes and on final exam**

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

**1.10. Assigned reading**

1. Ateljevic, I., Transmodernity – remaking our (tourism) world? in Tribe, J. (Ed.) Philosophical Issues of Tourism, (pp. 278-300). Elsevier Social Science Series, 2009.
2. Lean, G.L., Transformational travel – inspiring sustainability. In R. Bushell., & P., Sheldon, (Eds.). Wellness and tourism: Mind, body, spirit, place. New York: Cognizant, 2009.
3. Pritchard, A., Morgan, N. and Ateljevic, I. (2011) Hopeful Tourism: A New Transformative Perspective, Annals of Tourism Research, 38 (3), 941-963.
4. Pollock, A., Social entrepreneurship in tourism: The conscious travel approach. Tourism Innovation Partnership for Social Entrepreneurship (TIPSE): UK, 2015.
5. Reisinger, Y. (Ed.), Transformational tourism: tourist perspectives. Oxfordshire: CABI, 2013.
6. Reisinger, Y. (Ed.), Transformational tourism: Host perspectives. Oxfordshire: CABI, 2015.
7. UNWTO & Institute for Tourism (2016) Transformative power of tourism: A paradigm shift towards more responsible traveller.



[http://cf.cdn.unwto.org/sites/all/files/pdf/global\\_report\\_transformative\\_power\\_tourism\\_v5.compressed\\_2.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/global_report_transformative_power_tourism_v5.compressed_2.pdf)

*1.11. Optional / additional reading*

1. Ateljevic, I., Pritchard, A., Morgan, N. (Eds.), *The Critical Turn in Tourism Studies: Innovative Research Methodologies*. Oxford: Elsevier, 2007.
2. Ateljevic, I. Pritchard, A., Morgan, N. (Eds.), *The Critical Turn in Tourism Studies: Promoting an Academy of Hope*. Oxford: Routledge, 2012.

*1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*

Students' questionnaires and surveys. Monitoring teaching quality conducted by University.





Basic description		
Course instructor	Darko Prebežac, PhD., Full Professor Marina Perišić Prodan, PhD., Associate Professor	
Name of the course	Strategic Marketing	
Study programme	Doctoral study "Management of sustainable development"	
Status of the course	elective	
Year of study	2 <sup>nd</sup> (3 <sup>rd</sup> semester)	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

The strategic approach to marketing is a complex process of creating satisfied customers through the integration of all business functions and the continuous search for sustainable competitive advantages through innovation. The course focuses on developing the analytical skills needed to formulate and implement marketing strategies and marketing plans at the enterprise (or destination) level with the aim of identifying and successful use of business opportunities in the global market.

Course objectives:

- Adoption of new, advanced and innovative knowledge from strategic marketing.
- Development of skills and competencies for the analysis of the marketing environment in order to identify business opportunities in the global market.
- Strategic and critical thinking about potential advantages/disadvantages, selection and application of certain marketing activities for successful, long-term business in the market.
- Acquiring the ability to choose the appropriate strategy and develop a marketing plan as a fundamental tool for decision-making in marketing.
- Development of competencies, in verbal and written communication, for the purpose of decision-making and problem-solving in strategic marketing.

### 1.2. Course enrolment requirements

### 1.3. Expected learning outcomes

- Classify, evaluate and critically assess the impact of marketing environment factors on the ability of companies to successfully manage their own marketing activities in selected markets.
- Critically examine alternative options of company strategies and marketing activities in selected markets.
- Evaluate the impact of current trends and expected global changes on potential strategic marketing programs of the company.
- Select the strategy for entry and long-term successful business in selected markets, argue the selection, estimate the effects of choice, and compare the results achieved and set goals.
- Create, present and critically argue a strategic marketing plan for the company's presence in the selected market.

### 1.4. Course content

- Marketing perspective of strategic thinking
- The process of strategic marketing



<ul style="list-style-type: none"> <li>- Assessment of the external and internal environment</li> <li>- Formulating and designing a marketing strategy</li> <li>- Development and implementation of a strategic marketing plan</li> </ul>								
1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input checked="" type="checkbox"/> other / <b>case studies</b>				
1.6. <i>Comments</i>								
1.7. <i>Student responsibilities</i>								
Written exam, critical review - project								
1.8. <i>Monitoring of student work<sup>6</sup></i>								
Class attendance	0.5	Class participation		Seminar paper		Experimental work		
Written exam	1.0	Oral exam		Essay		Research		
Project	3.5	Continuous assessment		Report		Practical work		
Portfolio								
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>								
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme.								
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>								
Mooradian, T., Matzler, K, Ring, L.: Strategic Marketing, Pearson, Harlow: Pearson Education Limited, 2014.								
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>								
1. <u>West, D., Ford, J., Essam, I.:</u> Strategic Marketing: Creating Competitive Advantage, Oxford: Oxford University Press, 2015. 2. Chan Kim, W, Mauborgne, R.: Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth, London: Macmillan, 2017.								
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>								
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>	
All titles						2		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>								
Quality assessment loop, grading and assessment of written works. Regulated by internal acts of the Faculty – standardized questionnaire for evaluation of the University of Rijeka.								

<sup>6</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Basic description		
Course coordinator		
Course co-lecturer	Marinela Krstinić Nižić, Ph.D., Full Professor	
Course title	<b>INTEGRATED SPATIAL– ECONOMIC PLANNING FOR SUSTAINABLE DEVELOPMENT</b>	
Study programme	Doctoral study “Management of sustainable development”	
Course status	elective; inactive (not performed in the current academic year)	
Year	<b>2</b>	
ECTS credits and teaching	ECTS student ‘s workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 2. COURSE DESCRIPTION

### 1.1. Course objectives

It is the overall objective to train the doctoral students to understand the spatial and economic planning as well as the adoption of an integrated approach to managing growth and development. The aim is to provide relevant knowledge about spatial planning, strategic planning, activities for spatial evaluation, nature and environment protection, environment protection, socioeconomic, humanistic and cultural dimensions, etc. Besides, the goal is that the doctoral students acquire knowledge about the basic steps of spatial evaluation and decision optimization about the development and protection of a tourist destination on a sustainable basis. The aim is to explain the obligations that Croatia has related to the international conventions and agreements.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

It is anticipated that the doctoral students will be trained for the integral perception of spatial-economic planning, in terms of sustainable development. They are expected to adopt finding related to spatial and strategic planning, operations for spatial evaluation, protection of the nature and environment, environmental protection, socio-economic, humanistic, cultural and other dimensions.

### 1.4. Course content

The foundations of urban economics, urban structures and land use, national regional, local planning; the stakeholders and their participation, planning, strategic planning and implementation plans; role of the state; urban planning; landscape values, environmental and landscape protection; environmental impact assessment; strategic assessment of the environmental impact; planning and design of tourism destinations on a sustainable basis; economic planning; feedback venture investing,; cash flow analysis; analysis of social costs and profit; indicators of sustainable development; Croatian examples of planning for sustainable development; sustainable development programmes of the Croatian islands; the Barcelona convention and the Protocol on integrated Coastal Zone Management.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other                            |



<b>1.6. Comments</b>							
<b>1.7. Student's obligations</b>							
Students are expected to master the literature and knowledge relevant for the field of economics and politics of sustainable development.							
<b>1.8. Evaluation of student's work</b>							
Course attendance	0,5	Activity/Participation		Seminar paper	2	Experimental work	
Written exam		Oral exam	0,5	Essay		Research	1
Project		Sustained knowledge check		Report		Practice	
Portfolio				Case study	1		
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<b>1.10. Assigned reading</b>							
<ol style="list-style-type: none"> <li>1. Šimunović, I.: <i>Urbana Ekonomika</i>, Školska knjiga, 2006.</li> <li>2. Šimunović, I.: <i>Grad u regiji</i>, Pogledi, Split, 1986.</li> <li>3. Šimunović, I.: <i>Planiranje ili pravo na budućnost</i>, Marjan tisak, Split 2005.</li> <li>4. Krešić, I.: <i>Prostorna ekonomija</i>, Informator, Zagreb, 1977.</li> <li>5. Štimac, M.: <i>Prostorno planiranje u praksi</i>, Glosa, 2010.</li> </ol>							
<b>1.11. Optional / additional reading</b>							
<ol style="list-style-type: none"> <li>1. Glasson, J. - Therivel, R. - Chadwick, A. (1994): <i>Introduction to Environmental Impact Assessment</i>, University College London Press</li> <li>2. Therivel, R. - Wilson, E. - Thompson, S. – Heany, D. - Pritchard, D. (1995): <i>Strategic Environmental Assessment</i>, Earthscan Publications, Ltd, London</li> <li>3. Cicin-Sain, B.; Knecht, R.W. (1998): <i>Integrated Coastal and Ocean Management – Concepts and Practices</i>, Island Press</li> <li>4. Sošić, L., <i>Krajobrazne vrijednosti jadranske obale u svjetlu turističkog razvoja i njihove zaštite</i>, Međunarodni znanstveni skup - Identitet jadranske turističke arhitekture, HAZU, Zagreb, 3. lipnja 2008.</li> <li>5. Steiner, F., <i>The Living Landscape and Ecological Approach to Landscape planning</i>, McGraw-Hill, 1994.</li> <li>6. ULI Development handbook Series: <i>Resort Development Handbook</i>, 4. Land Use planning and Product Design. ULI, 2002.</li> <li>7. Wenche E. Dramstad, James D. Olson, and Richard T. T. Forman., <i>Landscape ecology principles in landscape architecture and land-use planning</i>. Island press, 1996.</li> <li>8. The European Landscape Convention: <a href="http://www.coe.int/t/dg4/cultureheritage/heritage/landscape/default_en.asp">www.coe.int/t/dg4/cultureheritage/heritage/landscape/default_en.asp</a></li> <li>9. Sardegna; Piano paesaggistico territoriale: <a href="http://www.sardegna territorio.it/documenti/6_83_20070522141529.pdf">www.sardegna territorio.it/documenti/6_83_20070522141529.pdf</a></li> </ol>							
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>							
Ex-ante evaluation of the course performance.							
Student evaluation.							



Basic description		
Course coordinator	Edna Mrnjavac, Ph.D.	
Course title	SUSTAINABLE TRANSPORT MANAGEMENT IN TOURISM	
Study programme	Doctoral study "Management of sustainable development"	
Course status	<b>elective; inactive (not performed in the current academic year)</b>	
Year	<b>2</b>	
ECTS credit and teaching	ECTS student's workload coefficient	5
	Number of hours (P+V+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

After the completion of the course the attendant will correctly interpret the theoretical postulates of sustainable development in transport and tourism, its relation to environmental protection on one hand and the need to satisfy market demands on the other.

Students will be able to define the traffic directional modalities in sustainable development, as well as acquire the knowledge to evaluate and argue the implementation of traffic policy measures, technological solutions, organizational and spatial concepts, legal regulative and public-private ownership. They will form a personal critical outlook on transport and tourism concepts in regard to tourist destinations, and create a model of their own based on their knowledge of transport sustainability and tourism and scientific research for a given tourist destination.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

Assuming the student is familiar with the basic knowledge about transport, tourism and sustainable development management, he/she is referred to specialize in most recent interdisciplinary scientific cognitions. While researching different outlooks on sustainable development in traffic and tourism, the attendant is expected to develop team-work and individual skills, as well as form a personal governing model managing traffic sustainability in real-life situations.

### 1.4. Course content

Traffic – environmental polluter. Concept of sustainable transport and tourism development. Traffic policy for sustainable transport. Technological aspect of sustainability of transport. Organizational and spatial aspect of sustainability of transport in tourism. Obstacles in setting up sustainable transport and its legal regulative. Public – private partnership in managing traffic and tourism in a sustainable manner.

### 1.5. Teaching methods

- Lectures
- Seminars and workshops
- Exercises
- Long distance education
- Fieldwork

- Individual assignment
- Multimedia and network
- Laboratories
- Mentorship
- Other \_\_\_\_\_

### 1.6. Comments

-



**1.7. Student's obligations**

**1.8. Evaluation of student's work**

Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work	
Written exam	2	Oral exam	1,5	Essay		Research	1
Project		Sustained knowledge check		Report		Praktični rad	
Portfolio		Case study					

**1.9. Assessment and evaluation of student's work during classes and on final exam**

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

**1.10. Assigned reading (at the time of the submission of the study programme proposal)**

1. Warren, J., Managing Transport Energy – power for a Sustainable Future, Oxford, 2007.
2. Rietveld, P., Stough, R.R., Institutions and Sustainable Transport: Regulatory Reform in Advanced Economics, EE, Cheltenham, 2007.

**1.11. Optional / additional reading**

1. Črnjar, M., Črnjar, K., Menadžment održivoga razvoja, FTMM i Glosa, Rijeka, 2009.
2. Freitelson, E., Iverhoef, T.E., Transport and Environment – In Search for Sustainable Solutions. EE, Cheltenham, 2001.
3. Golubić, J., Promet i okoliš, FPZ, Zagreb, 1999.

**1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences**

Questionnaires conducted on students. System of quality check defined by the University.



Basic description		
Course coordinator	<b>Greta Krešić, Ph.D., Full Professor</b>	
Course title	<b>SUSTAINABLE FOOD CHAIN</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	<b>2</b>	
ECTS credit and teaching	ECTS student's workload coefficient	5
	Number of hours (P+V+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Familiarizing with the concept of sustainable food chain, comprising of: sustainable production, processing, distribution and consumption of food, as well as special requirements handling and treatment of waste to ensure economical, social and ecological, individual and community welfare.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

The postgraduates are expected to note a relation between sustainable food production, distribution and consumption in a closed food chain. Furthermore they will note the potentials and the defects of a specific food consumption system that can be altered into a sustainable system. Implementation of sustainable development practices in tourism or other sectors.

### 1.4. Course contents

Defining the concept of sustainable food chain and its elements. Natural resources and food production: contamination and protection. Ensure food supply and sustainable development. Agricultural and food policy. Agricultural organic production and processing. Sustainability of new methods in food production and processing. Sustainability of food and tourism. Sustainable nutrition. Environmentally responsible waste water treatment. Biofuels: sustainable balance of food and energy.

### 1.5. Teaching method

- |                                                            |                                                            |
|------------------------------------------------------------|------------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignments |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network            |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                      |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship             |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                       |

### 1.6. Comments

-

### 1.7. Student's obligations

### 1.8. Student's obligations



Course attendance	0,5	Activity/Participation		Seminar paper	3	Experiment	
Written exam		Oral exam	1,5	Essay		Research	
Project		Sustained knowledge check		Report		Practice	
Portfolio							
<i>1.9. Assesement and evaluation of student's work during classes and on final exam</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<i>1.10. Assigned reading</i>							
<ol style="list-style-type: none"> <li>1. Lawrence, G., Lyons, K., Wallington, T., <i>Food security, Nutrition and Sustainability</i>, Earthscan, London, UK, 2010.</li> <li>2. Marsden, T., Morley, A., <i>Sustainable Food System</i>, Routledge, New York, 2014.</li> </ol>							
<i>1.11. Optional / additional reading</i>							
<ol style="list-style-type: none"> <li>1. Traore, M., Thompspon, B., Thomas, G., <i>Sustainable Nutrition Security</i>, FAO, Rome, 2012.</li> <li>2. Burlingame, B., Dernini, S., <i>Sustainable Diets and Biodiversity</i>, FAO, Rome, 2010.</li> </ol>							
<i>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>							
Questionnaires and surveys to asses teaching quality, test performance review							





Basic description		
Course coordinator	<b>Adriana Jelušić, Ph.D., Associate Professor</b>	
Course co-lecturer	<b>Zvonimira Šverko Grdić, Ph.D., Full Professor</b>	
Course title	<b>DEVELOPMENT ECONOMICS FOR A NEW AGE AND CHALLENGE MANAGEMENT</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	<b>2</b>	
ECTS credits and teaching	ECTS student's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Defining and progressing under new conditions. Finding ways to progress and successfully compete in scarce natural resources. Competence to work out other or alternative sources of growth and development. Competence to successfully manage agencies on national and/or regional level. Corporative management in national (state) agencies and/or regional associations. Management process competences. Management under new conditions and demands. Keeping track of up-to-date european and world trends in economics, economic and development policy.

### 1.2. Course enrolment requierments

-

### 1.3. Expected course learning outcomes

Knowledge of economic policy, modern development (new trends)  
 Knowledge of geoeconomics in reference to geopolity  
 Management, leadership and solving crisis situations skills  
 Knowledge and skills of small and open enterprises within modern economic development (new trends)  
 Knowledge and skills of small and medium sized bussiness entities within modern economic development  
 Knowledge and skills to use the competitive advantage  
 Negotioation skills with purpose to apply acquired knowledg  
 Referential skills and setting the criteria

### 1.4. Course content

The role and correlation between economic policy and development under new conditions. Economic policy under the conditions of new global relations. State's effects on economic policy and Geoeconomics development, approaches, explanations, Geopolitics activity course; gradual influence weakening reduction. Small and open enterprises position. Great global economic integrations. European Union. Croatia's position in macroregion in refrence to economic and development policy. Croatia's position in the EU. Possible integrational relations besides EU. Development and assessment of strategic goods such as energy, food, water, air ecc. Crisis and its processes. Solving crisis and consequences. Crisis managing. Challenges in new conditions. Challenges as part of economic theory and practice. Economic challenges and solutions in the conditions of managing challenges.



1.5. <i>Teaching methods</i>		<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input type="checkbox"/> Long distance education <input type="checkbox"/> Fieldwork			<input checked="" type="checkbox"/> Individual assignment <input type="checkbox"/> Multimedia and network <input type="checkbox"/> Laboratories <input checked="" type="checkbox"/> Mentorship <input type="checkbox"/> Other _____		
1.6. <i>Comments</i>		-					
1.7. <i>Student's obligations</i>							
1.8. <i>Evaluation of student's work</i>							
Course attendance	0,5	Activity/Participation		Seminar paper	0,5	Experimental work	
Written exam		Oral exam	1	Essay		Research	1
Project	2	Sustained knowledge check		Report		Practice	
Portfolio							
1.9. <i>Assessment and evaluation of student's work during classes and on final exam</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
1.10. <i>Assigned reading (at the time of the submission of study programme)</i>							
<ol style="list-style-type: none"> <li>1. Domazet, T., <i>Ekonomika – politika, kako dalje?</i>, vlastita naklada, Zagreb, 2007.</li> <li>2. Domazet, T., <i>Hrvatska ekonomska politika i geoekonomika</i>, Ekonomija, 2009, Vol. 16 No 2, p. 337-372</li> <li>3. Piketty, T., <i>Kapital u 21.stoljeću</i>, Profil, Zagreb, 2014.           <ul style="list-style-type: none"> <li>• Poglavlje 2: Rast: iluzije i stvarnost – str.87-126</li> <li>• Poglavlje 13: Socijalna država za 21.stoljeće – str.541-542</li> <li>• Poglavlje 15: Svjetski porez na capital – str.602-635.</li> <li>• Poglavlje 16: Pitanje javnog duga – str.636-675</li> </ul> </li> <li>4. Kennedy, R., Sharma, A., <i>Premještanje usluga – iskorištavanje optimalne vangranične prilike</i>, Mate, 2010.           <ul style="list-style-type: none"> <li>• Poglavlje 1: Globalizacija usluga: što, zašto i kada – str.17-43</li> <li>• Poglavlje 7: Pogled naprijed – str.245-261</li> </ul> </li> <li>5. Grgić, M., Bilas, V., Franc, S., <i>Regionalne ekonomske integracije u svijetu</i>, Sinergija, Zagreb, 2012.           <ul style="list-style-type: none"> <li>• Poglavlje 2: Regionalne ekonomske integracije u Europi – str.59-105</li> <li>• Poglavlje 3: Regionalne ekonomske integracije u Sjevernoj Americi – str.109-120</li> </ul> </li> </ol>							
1.11. <i>Optional / additional reading</i>							
<ol style="list-style-type: none"> <li>1. Todaro, P.M., <i>Economic Development</i>, 11<sup>th</sup> edition, Addison Wesley series in Economics, 2011.</li> <li>2. Hsiung, J.C., <i>The Age of Geoeconomics, China's Global Role, and Prospects of Cross-Strait Integration</i></li> <li>3. Sheth, J.N., Sisodia, R.S., <i>Tectonic shift: the geoeconomic realignment of globalizing markets</i>, Sage Publications, 2006.</li> <li>4. Internet izvor – suvremeni integracijski procesi; adresa: ec.europe.eu/trade/policy i proučiti teme:           <ul style="list-style-type: none"> <li>• New EU Trade and Investment Strategy</li> <li>• The Transatlantic Trade Investment Partnership TTIP (EU&amp;USA)</li> <li>• Comprehensive Economic and Trade Agreement CETA (EU&amp;Canada)</li> <li>• Trade in Services Agreement (TISA)</li> <li>• EU position in world trade</li> </ul> </li> </ol>							



*1.12. Quality monitoring methods which ensure acquisition of output knowledge, skills and competences*

Student's questionnaires and surveys. Monitoring teaching quality conducted by University.



Basic description		
Course coordinator	<b>Marinela Krstinić Nižić, Ph.D., Full Professor</b>	
Course title	<b>SUSTAINABLE ENERGY MANAGEMENT AND RENEWABLE ENERGY SOURCES</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	<b>2</b>	
ECTS credit and teaching	ECTS student's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Acquaint the student with scientific approaches to sustainable energy management and fundamental postulates on efficient energy consumption. Familiarize with new methods and technologies in the field of renewable energy sources in tourist management, with aim to implement scientific approach when choosing the topic and successfully completing scientific research, which will as a result be a scientific contribution to the student's doctoral dissertation.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

Develop general and specific competences with regard to sustainable energy management, provide with knowledge of conventional energy sources, but also point out the possibility of implementing renewable energy sources in tourism.

### 1.4. Course content

Specific chapters on energy and sources. Energy in tourist economy. Sustainable energy management. Energy efficiency in tourist apartment buildings and complexes. Renewable energy sources. Legal regulations as a stimulus to implement renewable energy sources. Low energy and passive architecture in tourist apartments and complexes. Possible contribution to tourist economy in energy sector, Croatia's accession obligations defined by the EU on CO<sub>2</sub> emissions reduction should result in savings by implementing energy efficiency and renewable energy sources ;20-20-20 goal of the European union; by 2020.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _                          |

### 1.6. Comments

Mandatory research

### 1.7. Student's obligations

Course attendance/consultations, research, seminar paper

### 1.8. Evaluation of student's work

Course attendance	0,5	Activity/Participation		Seminar paper	1,5	Eksperimental work	
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Written exam		Oral exam	1	Essay		Research	2
Project		Sustained knowledge check		Report		Practice	
Portfolio							

**1.9. Assessment and evaluation of student's work during classes and on final exam**

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

**1.10. Assigned reading**

1. Požar, H.: *Osnove energetike*, Školska knjiga Zagreb, Vol. I., II. i III., 1992.
2. Udovičić, B.: *Energetika*, Školska knjiga, 1993.
3. Granić, G.: *Kako promišljati energetska budućnost?* / Zagreb: Dnevnik, 2010.
4. Više autora: Ur. G. Granić, ... *Strategija energetskeg razvitka RH*, Energetski institut Hrvoje Požar, Zagreb, 1998.
5. Više autora: Ur. G. Granić, ... *BIOEN, Biomasa*, Energetski institut Hrvoje Požar, Zagreb, 1998.
6. Više autora: Franković, B., ..., Ur. G. Granić, *SUNEN, Program korištenja energije sunca*, Energetski institut Hrvoje Požar, Zagreb, 1998.
7. Više autora: Ur. G. Granić, *ENWIND program korištenja energije vjetra*, Energetski institut Hrvoje Požar, Zagreb, 1998.
8. Više autora: Ur. G. Granić, ... *GEOEN, Program korištenja geotermalne energije*, Energetski institut Hrvoje Požar, Zagreb, 1998.
9. Više autora: *Energija u Hrvatskoj*, Godišnji energetski pregled, MGRIP, 2008.

**1.11. Optional / additional reading**

1. Letcher, T. L.: *Future Energy, Improved, Sustainable and Clean Options for our Planet*, Elsevier, Amsterdam, 2008.
2. Boyle, G.: *Renewable Energy*, Oxford Univ. Press, Sec. Ed., 2004.
3. Wengenmayr, R.; Buhrke, Thomas (Ed.): *Renewable Energy, Sustainable Energy Concepts for the Future*, Wiley-VCH Verlag GmbH & Co. KGaA, 2008.

**1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences**

Organized system of class quality assessment at university.



Basic description		
Course coordinator	Zmagoslav Prelec, Ph.D.	
Course title	NEW ENVIRONMENT PROTECTION TECHNOLOGIES	
Study programme	Doctoral study "Management of sustainable development"	
Course status	<b>elective; inactive (not performed in the current academic year)</b>	
Year	<b>2</b>	
ECTS credit and teaching	ECTS student's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Develop a scientific approach with regard to environmental considerations and the problems of pollution with emphasis on implementing new environmental protection technologies, with sustainable development as the goal.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

Recognize the problem of environmental pollution and the importance of environmental protection  
 Implement scientific approach to environmental considerations and problems  
 Identifying pollution problems and environment protection.  
 Synthesis and interpretation of environmental protection study and analysis  
 Competences to reach relevant conclusions and opt for the best solutions  
 Skills to work on plans and carry out projects concerning environmental protection

### 1.4. Course content

#### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |

#### 1.6. Comments

-

### 1.7. Student's obligations

-

### 1.8. Evaluation of student's work

Course attendance	0,5	Activity/Participation		Seminar paper	3	Experimental work	
Written exam		Oral exam	1,5	Essay		Research	
Project		Sustained knowledge check		Report		Practice	
Portfolio							

### 1.9. Assessment and evaluation of student's work during classes and on final exam



Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

*1.10. Assigned reading*

1. Lectures on CD
2. Gerard Kiely, Environmental Engineering, Mc Graw-Hill, 1996.

*1.11. Optional / additional reading*

2. Harry M. Freeman, Hazardous Waste - Treatment and Disposal, Mc Graw-Hill, 1988.

*1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*

Student's questionnaires and surveys. Monitoring teaching quality conducted by University.



Basic description		
Course coordinator	Nevenka Ožanić, Ph.D., Full Professor	
Course co-lecturer	Barbara Karleuša, Ph.D., Full Professor	
Course title	MANAGEMENT OF WATER SYSTEMS AND ENVIRONMENTAL PROTECTION	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student's workload coefficient	5
	Number of hours (P+V+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Acquire knowledge about water management, water management systems and environmental protection.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

Explain the principles of water management, list and describe water resources and freshwater ecosystems. Explain the principles of integrated water resource management and sustainable development, also the role of water in socio-economic system. Account for the methodology of planning, projecting, construction and managing water resources. Explain the role of water quality indicators and water quality management within the context of environmental protection in general. Analyse water resources management and environmental protection in relation to tourism and regional and local sustainable development.

### 1.4. Course content

Water management and water resources. Integrated water management and sustainable development. The role of water resources in socio-economic system. Concepts on water resources planning, projecting, construction and management. Water resources management models. Problem-solving system analysis in the field of water resources management. Multicriteria optimization models in water management. Environmental protection with emphasis on water protection. Water quality and water quality management, water supply and sewer systems.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |

### 1.6. Comments

### 1.7. Student's obligations

Class attendance, seminar paper and presentation, exam.

### 1.8. Evaluation of student's work





Course attendance	0,5	Activity/ Participation		Seminar paper	2,5	Experimental work	
Written exam	1	Oral exam	1	Essay		Research	
Project		Sustained knowledge check		Report		Practice	
Portfolio							

*1.9. Assessment and evaluation of student's work during classes and on final exam*

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

*1.10. Assigned reading (at the time of the submission of study programme proposal)*

1. Mageta, J., *Vodoopskrba naselja: planiranje, projektiranje, upravljanje i obrada vode*, Sveučilište u Splitu, Građevinsko-arhitektonski fakultet, Split, 2010.
2. Margeta, J., *Kanalizacija naselja: odvodnja i zbrinjavanje otpadnih i oborinskih voda*, Sveučilište u Splitu, Građevinsko-arhitektonski fakultet i Sveučilište u Zagrebu, Geotehnički fakultet, Split, 2009.
3. Gulić, I., *Kondicioniranje vode*, HSGI, Zagreb, 2003.
4. Tušar, B., *Pročišćavanje otpadnih voda*, Kigen d.o.o., Geotehnički fakultet Sveučilišta u Zagrebu, Zagreb, 2009.
5. Đorđević, B., *Cybernetics in Water Resources Management*, Water Resources Publications, 1994.
6. Margeta, J., *Osnove gospodarenja vodama*, GF Split, 1992.

*1.11. Optional / additional reading*

1. Nikolić, I., Borović, S.: *Višekriterijumska optimizacija*, Beograd, 1996.
2. Grigg, N.S.: *Water resources management*, McGraw-Hill, New York, 1996.
3. Steel, E. W., Mc Ghee T. J.: *Water Supply and Sewerage*, Mc Graw Hill Book Company, London, 1988.
4. Karleuša, B.: *Primjena postupaka višekriterijske optimalizacije u gospodarenju vodama*, magistarski rad, Građevinski fakultet u Zagrebu, 2002.
5. Karleuša, B.: *Unapređenje gospodarenje vodama korištenjem ekspertnog sustava*, disertacija, Građevinski fakultet u Zagrebu, 2005.

*1.12. Quality monitoring methods which ensure acquisition of output knowledge, skills and competence*

Questionnaires and surveys to assess teaching quality, test performance review



Basic description		
Course coordinator	Agata Spaziante, Ph.D.	
Course title	STRATEGIC ENVIROMENTAL ASSESSMENT (SPUO) IN PLANNING MAJOR TOURIST AREAS	
Study programme	Doctoral study "Management of sustainable development"	
Course status	<b>elective; inactive (not performed in the current academic year )</b>	
Year	<b>2</b>	
ECTS credits and teaching	ECTS student's workload coefficient	5
	Number of hours (P+V+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Students will analyse the role of SPUO in local and national strategy development (especially in tourism development policy) through relevant case-studies as a means of confronting technical dimensions and policy: SPUO cases that are in institution and procedure innovative and represent public activities in Europe and world will be elected. Third part of the course will enable students to use their own skills and competences in praxis.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

Emphasis on acquiring theoretical knowledge and skills, methodology and possibility of implementation of strategic environmental assessment of plans and programmes designed for large developing tourism areas

### 1.4. Course content

Environment goes far beyond administrative borders, imposes authority restriction on a local level. Taking this fact into consideration the principles of sustainable development open important possibilities to revitalize planning of large areas (Gibelli, 2000) that bring new metaphors and activities in the area of integrated local planning. Strategic importance of this approach to planning is especially important in tourism.

In the light of integrated planning, during the course there will be numerous subjects and debates on the role of strategic evaluation in big tourism areas that are sustainable: tourism territory is often not strictly connected to the administrative one, and therefore opens the possibility of variable geometry planning that can meet both the architectural and environmental demands. This way of considering is very important in terms of large areas planning. The course will be structured around three modules:

- Theoretical and methodological lectures on strategic planning and programming evaluation of large areas (with special reference to areas with strong tourism development dynamics)
- Introduce and analyze internationally important case-
- Croatian case-study analysis

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |



<b>1.6. Comment</b>							
<b>1.7. Student's obligation</b>							
Class attendance, exercises at the end of the course and oral exam							
<b>1.8. Evaluation of student's work</b>							
Course attendance	1	Activity/Participation		Seminar work		Experimental work	1
Written exam		Oral exam	2	Essay		Iresearch	
Project		Sustained knowledge check		Report		Practice	
Portfolio		Case study	1				
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<b>1.10. Optional / additional reading</b>							
<ol style="list-style-type: none"> <li>1. Brown A. L., Th.rivel R. (2000), "Principles to guide the development of Strategic Environmental Assessment Methodology". <i>Impact Assessment and Project Appraisal</i>, 18, 3, 183-189.</li> <li>2. Busca A., Campeol G. (a cura di), 2002, <i>La valutazione ambientale strategica e la nuova direttiva comunitaria</i>, Palombi Editore, Roma</li> <li>3. Dalal-Calyton B., Sadler B. (2005), <i>Strategic Environmental assessment – A Sourcebook and reference Guide to International Experience</i>, Earthscan, London.</li> <li>4. Fischer T.B. (1999) "Benefits arising from SEA application", <i>Environmental Impact Assessment Review</i>, vol.19, n. 2, pp. 143-173</li> <li>5. Joao E. (2002), "How scale affects environmental impact assessment", <i>Environmental Impact Assessment Review</i>; 22, pp. 287-306.</li> <li>6. Joao E. (2005), "Data and Scale Issue for SEA", Position Paper, International Association for Impact Assessment Conference, Prague, 2005.</li> <li>7. Joao E. (2007), "The importance of data and scale issues for Strategic Environmental Assessment (SEA)", Special Issue on Data and Scale Issues for SEA, Joao E. (Guest Editor), <i>Environmental Impact Assessment Review</i>, 27, pp. 361-364.</li> </ol>							
<b>1.11. Optional / additional reading</b>							
<ol style="list-style-type: none"> <li>1. Camagni R., Gibelli M. C. (1996), "Città in Europa: globalizzazione, coesione e sviluppo sostenibile", in Presidenza del Consiglio, Dipartimento Politiche Comunitarie, <i>Sviluppo del territorio europeo</i>, Poligrafico dello Stato, Roma.</li> <li>2. Faludi A. (2000), <i>Decisione e pianificazione ambientale</i>, Dedalo, Bari.</li> <li>3. Gibelli M.C. (2000), "Il piano di area vasta. Nuove ragioni e nuove azioni nel contesto internazionale", <i>Territorio</i>, n. 13, pp. 194-200, Franco Angeli, Milano.</li> <li>4. Lévy J. (1999), "Dix propositions sur le gouvernement urbain", in Spector Th., Theys J. (a cura di), <i>Villes du XXIe siècle. Entre villes et métropoles: rupture ou continuité?</i>, Certu, Paris.</li> </ol>							
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>							
Students' questionnaires and surveys. Monitoring teaching quality conducted by the University							



COURSE DESCRIPTION		
Course instructor	<b>Zrinka Zadel, Ph.D., Full Professor</b>	
Name of the course	<b>CULTURAL HERITAGE AND SUSTAINABLE DEVELOPMENT</b>	
Study programme	Doctoral study “Management of sustainable development”	
Status of the course	Elective	
Year of study	<b>2 (4 semester)</b>	
ECTS credits and manner of instruction	ECTS credits	<b>5</b>
	Number of class hours (L+E+S)	<b>15 (10 + 0 + 5)</b>

2. COURSE DESCRIPTION		
1.14. <i>Course objectives</i>		
<p>The aim is to provide a complete insight into relevant knowledge about cultural heritage and sustainable development in the field of tourism. The emphasis is on introducing the methodological assumptions and the application of the concept of sustainable development in the area of cultural heritage. Introduce the students to the aims, measures and bearers of cultural and tourist policy. The candidate will properly interpret the theoretical backgrounds of sustainable development of cultural heritage. They will be able to evaluate and argue the application of the principle of sustainable development in the management of cultural heritage in order to achieve a competitive tourism product. The candidate will be able to know the extent to which the approach to cultural heritage and sustainable development so far needs to be changed, all in order to optimize the value of cultural heritage, thereby achieving long-term benefits and minimal harm. They will develop their own critical view of the possible concepts of management of cultural resources in the tourist destination based on the principles of sustainable development.</p>		
1.15. <i>Course enrolment requirements</i>		
-		
1.16. <i>Expected learning outcomes</i>		
<p>The students will acquire the necessary knowledge, skills and general and specific competences that arise from the subject's aims. Through the subject the participants will improve the general competences in the areas: mastering the scientific and theoretical knowledge in the field of culture and sustainable development, understanding the methodological assumptions of cultural heritage management in tourism, mastering new models of culture management, sustainability and tourism. Through seminar work students will develop problem-solving skills, techniques and methods, and oral presentation of the presentation of work. Specific competences will be improved by the participants in the fields: the ability to interdisciplinary approach in the areas of cultural heritage, sustainable development and tourism, the ability to evaluate and argue the application of the principle of sustainable development in the field of culture and tourism, the ability to critically think about possible concepts of cultural heritage management in tourism and the ability to apply the acquired theoretical knowledge in practice.</p>		
1.17. <i>Course content</i>		
<p>Cultural heritage, sustainable development and tourism - basic elements, specificities and interdependence. Matrix of cultural heritage product development. Interpretation of cultural heritage products. Cultural heritage and tourism as a factor of development. Sustainable development settings as a basis for managing cultural heritage. Visitor Management. Management of tangible and intangible heritage. Specificities of the cultural and tourist sector. Coordination of heritage management and tourism management as the key to the success of cultural tourism development. Resources, instruments and measures of cultural and tourism policy at local, regional and national level as the basis for managing cultural tourism. An optimal model for managing cultural resources in a tourist destination.</p>		
1.18. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network



	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories					
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship					
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other					
1.19. <i>Comments</i>							
1.20. <i>Student responsibilities</i>							
The student's obligation is that under the mentorship of the teacher and according to the agreed dynamic, the student fulfills all the anticipated obligations which include: attend teaching, essay writing and seminar work, and written and oral exam. The student's condition for accessing the oral part of the exam is written exam passed and a seminar paper prepared and presented.							
1.21. <i>Monitoring of student work<sup>7</sup></i>							
Class attendance	0,5	Class participation	Seminar paper	1,5	Experimental work		
Written exam	0,5	Oral exam	1	Essay	0,5	Research	1
Project		Continuous assessment		Report		Practical work	
Portfolio							
1.22. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
The evaluation is carried out as described in section 2.6. of the study program.							
1.23. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>Golja, T. (2016). Menadžment u kulturi i turizmu. Sveučilište Juraja Dobrile, Pula</li> <li>Park, H.(2014). Heritage Tourism. Routlage, London and New York</li> <li>Cifrić, I. (2012). Kultura i okoliš. Visoka škola za poslovanje i upravljanje s pravom javnosti „B.A. Krčelić“, Zaprešić</li> <li>Blewitt. J. (2017). Razumijevanje održivog razvoja. Naklada Jesenski i Turk, Zagreb</li> </ol>							
1.24. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>McKercher, B., Cros, H. (2002). Cultural Tourism. The Haworth Hospitality Press, New York, London, Oxford</li> <li>Timothy, D.J., Boyd, S.W. (2003). Heritage tourism. Prentice Hall, Harlow</li> <li>Jelinčić, D.A. (2008). Abeceda kulturnog turizma, Meandar, Zageb</li> <li>Rudan, E. (2012). Sustainable development of the destination cultural tourism. 21st Biennial International Congress, Tourism and Hospitality Industry 2012, New Trends in Tourism and Hospitality Management, Faculty of Tourism and Hospitality Management, Opatija, str.239-248.</li> <li>Gračan, D., Zadel, Z. (2009). Sustainable development management of cultural-touristic resources, International conference “Management, izobraževanje in turizem”, University of Primorska, College of Tourism, Portorož, str.16-26.</li> <li>Weaver, D. (2013). Sustainable tourism. Routledge, London</li> <li>Pavičić, J., Alfirević, N., Aleksić, Lj. (2006). Marketing i menadžment u kulturi i umjetnosti, Masmedia, Zagreb.</li> <li>Dragojević, S. (2008). Menadžment umjetnosti u turbulentnim vremenima, Naklada Jesenski I Turk, Zagreb</li> </ol>							
1.25. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Golja, T. (2016). Menadžment u kulturi i turizmu. Sveučilište Juraja Dobrile, Pula						2	
Park, H. (2014). Heritage Tourism, Routlage, London and New York						2	

<sup>7</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Cifrić, I. (2012). Kultura i okoliš. Visoka škola za poslovanje i upravljanje s pravom javnosti „B.A. Krčelić“, Zaprešić	2	
Blewitt. J. (2017). Razumijevanje održivog razvoja. Naklada Jesenski i Turk, Zagreb	2	
<i>1.26. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality assurance method is regulated by the internal acts of the Faculty. For each student, there is a data base of success of individual elements important for examinations (knowledge, activities, research and others.). Survey questionnaires will examine the quality of teaching.		



Basic description		
Course coordinator	Neda Fanuko, Ph.D.,	
Course title	ENVIRONMENTAL SUSTAINABILITY	
Study programme	Postgraduate university doctoral study "Management of sustainable development"	
Course status	<b>elective; inactive (not performed in the current academic year )</b>	
Year	<b>2</b>	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Course objectives are to sensitize students to environmental problems of today and focus them on the daily private and business activity in accordance with the principles of sustainable development.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

Upon completion of the course, students have to understand the principles of sustainable development; they have to differentiate between the changes in society caused by the principle of sustainable development, and which were not. They have to be able to competently convey their understanding of sustainable development to others.

### 1.4. Course content

Ecology and environment protection. The biggest ecological problems of today. Sustainable development concept. Earth Summit and Agenda 21. Selective wastes management and secondary raw materials. Business Council for sustainable development. Ecological efficiency. The principle of sustainability in the economy, industry, transport, trade, tourism, agriculture. Environmental economics. Programme for a better world order.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |

### 1.6. Comments

-

### 1.7. Student's obligations

Course attendance, handing in on time and presenting the seminar paper.

### 1.8. Evaluation of student's work

Course attendance	0,5	Activity/Participation		Seminar paper	2,5	Experimental work	
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Written exam	2	Oral exam		Essay		Research	
Project		Sustained knowledge check		Report		Practice	
Portfolio							
<i>1.9. Assessment and evaluation of student's work during classes and on final exam</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<i>1.10. Assigned reading</i>							
<ol style="list-style-type: none"> <li>1. Fanuko, N. <i>Ekologija</i>. Veleučilište u Rijeci. 180 pp. 2005. (pojedina poglavlja)</li> <li>2. Goodstein, E. S. <i>Ekonomika i okoliš</i>. Mate Zagreb. 558 pp. 2003. (pojedina poglavlja)</li> <li>3. Keating, M. <i>Skup o Zemlji. Program za promjenu</i>. Ministarstvo graditeljstva i zaštite okoliša RH. Zagreb. 70 pp. 1994.</li> <li>4. Matutinović, I. <i>Ekološka efikasnost</i>. Društvo za unaprijeđenje kvalitete življenja. Zagreb. 61 pp. 2000.</li> <li>5. Müller H. <i>Turizam i ekologija</i>. Masmedia Zagreb. 2004. 263 pp.</li> <li>6. Radermacher, F. J. <i>Ravnoteža ili razaranje. Eko-socijalno-tržišno gospodarstvo kao ključ svjetskog održivog razvoja</i>. Intercon. Nakladni zavod Globus. Zagreb. 2003. 322 pp.</li> </ol>							
<i>1.11. Optional / additional reading</i>							
<ol style="list-style-type: none"> <li>1. Schmidheiny, S. <i>Novim smjerom. Globalni poslovni pristup razvoju i okolišu</i>. Društvo za unaprijeđenje kvalitete življenja. Zagreb. 1995. 424 pp.</li> <li>2. Mawhinney, M. <i>Sustainable development</i>. Blackwell Science. 2002. 190 pp.</li> </ol>							
<i>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>							
Student questionnaires at the end of the semester.							





Basic description		
Course coordinator	Kristina Črnjar, Ph.D., Full Professor	
Course title	KNOWLEDGE MANAGEMENT FOR SUSTAINABLE DEVELOPMENT	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

The course objectives are:

Get the students acquainted with the philosophy and the concept of sustainability and sustainability development, To introduce the students with the social needs of various types and the level of development for sustainability as a criteria + basic and applied SD (sustainable development) knowledge in managing the society as a whole, or in specific situations in territorial and productive (working) dimension of life,

Teach the students what the basic values, basic and applied, specific knowledge of the SD;

How to create and spread this values and knowledge, how to manage them in the reproduction of the society in the territorial as well as productive (working) sphere.

Knowledge about the SD is developing fast, abroad sooner and faster than in Croatia. The knowledge transfer from areas that, in terms of the SD, have achieved more is the goal of this course.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

The attendants of this study are (future or previous) tourism and management workers, in various companies and institutions, in different jobs. We are expecting that the attendants will acquire basic orientation knowledge about what the SD is, what sustainability is, what values and knowledge for the SD are and how they can be implemented in their regular working and developing activities.

Sustainable tourism and ecological, and economic and socio-cultural is perceived as a new topic and this course can contribute to its development.

### 1.4. Course content

The course content has three layers and within each of them – several topics.

- I. Philosophy of sustainable development in terms of "discovery" to develop as an unlimited growth in the long term is definitely not possible:

Ecological and environmental developmental limits on the current (unsustainable) way; Sustainability as a developmental criterion (ecological, economic, socio-cultural and political sustainability): Greed as a phenomena and processes that lead to unsustainability;

Sustainable development as a holistic, dynamic and defined due to its limited growth concept – the basic goals and contents; Development as a constant growth is a dogma which is starting to implode in the XXI century; concepts; "limits of growth", "zero-growth", "de-growth";

Managing the development and reproduction of society/economy without growth;

- II. Education for sustainable development:

Sustainability / viability as a fundamental value of education for the SD; fundamental and applied knowledge as the subject of education for the SD (range of subject knowledge); knowledge management in the function of the SD /



“production of the actors of the future”

III. Targets /content in the knowledge management in the function of the SD

Long-term management with the development of the society and Planet Earth in the function of sustainability and survival (planetary macro development in the next two centuries):

For example: the management of biodiversity as a function of its sustainability in the quality and scope as it is today; climate management in order to be viable in coming decades, management of consumption and production of energy methods (renewable energy), soil management and food production in order for it to exist in the coming decades for everyone and for it to stay healthy and etc; the social need for SD knowledge in territorial/ residential dimensions; Social needs for SD skills in producing goods and services to meet the customer’s needs and the need for sustainability in developed societies (growth reduction, eco-social market as a mechanism a very selective overall not just physical development, solidarity with the poor in rich societies), the needs of developing countries/undeveloped for development which would enable them minimal viability (life without hunger and basic needs of all the people in the society); Introduction of the SD knowledge in the elementary school education system – compulsory subject; development of applied education for sustainable ecological, economic, socio-cultural and political development of specific solutions in Croatia.; Manager education for sustainability and SD.

1.5. *Teaching methods*

- lectures
- seminars and workshops
- exercises
- long distance education
- fieldwork

- individual assignment
- multimedia and network
- laboratories
- mentorship
- other \_\_\_\_\_

1.6. *Comments*

-

1.7. *Student’s obligations*

-

1.8. *Evaluation of student’s work*

Course attendance	0,5	Activity/Participation		Seminar paper	1,5	Experimental work	
Written exam		Oral exam	1	Essay	1	Research	
Project	1	Sustained knowledge check		Report		Practice	
Portfolio							

1.9. *Assessment and evaluation of student’s work during classes and on final exam*

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

1.10. *Assigned reading*

1. Vujić, V. et al., Upravljanje znanjem i ljudskim razvojem u turizmu, FTMM, Opatija, 2010.
2. Horth, K., Upravljanje znanjem – Vođenje poduzeća usmjereno prema znanju, Naklada Slap, Zagreb, 2008.
3. Zelenika, R., Znanje – temelj društvenog blagostanja, Ekonomski fakultet, Rijeka, 2007.

1.11. *Optional / additional reading*

1. Barbić, J. (ur.), Znanje – temelj konkurentnosti i razvoja, HAZU, Zagreb, 2011.
2. Buckley, S., Jakovljević, M., Knowledge Management Innovations and Interdisciplinarity, IGI Global, 2013.
3. Buckley, S., Majewski, G., Giannakopoulos, A. (Eds), Organizational Knowledge Facilitation through Communities of Practice in Emerging Markets, IGI Global, 2016.

1.12. *Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*



SVEUČILIŠTE U RIJECI UNIVERSITY OF RIJEKA

**FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU**

FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT

OPATIJA, HRVATSKA CROATIA

Evaluation by the participants – questionnaire.



Basic description		
Course coordinator	Ljiljana Kaliterna Lipovčan, Ph.D., Full Professor	
Course co-lecturer	Andreja Brajša Žganec, Ph.D., Full Professor	
Course title	<b>SUSTAINABLE DEVELOPMENT AS THE PREREQUISITE FOR QUALITY OF LIFE</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

To acquaint the students with the basic concepts of quality of life, ways in which it is measured in the modern world and compared between various countries. Adopt knowledge required to implement sustainable development in the local community in order to improve the quality of living. The course is organised to encourage the active participation of students as much as possible. It is not possible to achieve a better success in the course without the active participation and engagement.

### 1.2. Course enrolment requirements

-

### 1.3. Expected course learning outcomes

Competences gained in the course will enable the understanding of quality living concepts and their application in the local surrounding. Special attention will be focused on comparative research and developing competences of comparing individual indicators with other surroundings and countries. The planned literature will be constantly amended with modern textbooks in order to develop competences of lifelong learning. The skills of presentation will be developed through seminars and case studies.

### 1.4. Course content

Delimitation of the term quality of life and similar concepts: subjective well-being, happiness, life satisfaction. A review of research in Croatia. Comparison with the EU and international research. Development impact on the quality of life. Health and quality of life. Preserving the environment and quality of life. The role of social elites to improve the quality of life. .

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input checked="" type="checkbox"/> mentorship            |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other _____                      |

### 1.6. Comments

### 1.7. Student's obligations



-							
<b>1.8. Evaluation of student's work</b>							
Course attendance	0,5	Activity/Participation		Seminar paper	1,0	Experimental work	
Written exam	0,5	Oral exam		Essay		Research	
Project		Sustained knowledge check	0,5	Report		Practice	
Portfolio		Exercises, Case study	1,5	Mentorship	1,0	Sustained knowledge check	
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<b>1.10. Assigned reading</b>							
<ol style="list-style-type: none"> <li>1. Sirgy, M.J., <i>The Psychology of Quality of Life</i>, 2<sup>nd</sup> Edition, Springer, 2013.</li> <li>2. Kaliterna Lipovčan, Lj. et al., <i>Trendovi u kvaliteti života</i>, Hrvatska 2007.-2012., Ured za publikacije Europske unije, Luxembourg, 2014.</li> <li>3. Brdar, I., Rijavec, M., Miljković, D., <i>Pozitivna psihologija</i>, IEP, Zagreb, 2008.</li> </ol>							
<b>1.11. Optional / additional reading</b>							
Publikacije Europske zaklade za poboljšanje uvjeta života i rada, koja redovito istražuje kvalitetu življenja u EU ( <a href="http://www.eurofound.europa.eu/publications/index.htm">http://www.eurofound.europa.eu/publications/index.htm</a> )							
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>							
Student survey. Quality monitoring established by the Faculty.							



Basic description		
Course coordinator	<b>Christian Stipanović, Ph.D., Full Professor</b>	
Course title	<b>MODEL OF DEVELOPMENT CONCEPT IN TOURISM</b>	
Study programme	Doctoral Studies “Management of Sustainable Development”	
Course status	elective	
Year	<b>2</b>	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Goals are set on two levels: acquisition, upgrade and understanding of theoretical knowledge of concept and strategy in tourism development and implementation of the acquired knowledge in solving concrete problem situations (model development concept in the function of destination's excellence). Objectives include: qualification and quantification of the current state of destination, the analysis of external environment (new trends in tourism supply and demand) and internal environment, the development of strategic thinking and anticipating the future, creating a system of destination's development goals, devising alternative development strategies, risk management, evaluation of potential strategies, choosing the strategy, implementation of the strategy, strategic control, the implementation of the new system of values and business culture, definition, critical understanding and evaluation of principles and methods of sustainable development in tourism, management of destination sustainable development, anticipating, creating and managing change in function of sustainable development of tourist destinations.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

After successful completion of the course, on the basis of acquired knowledge, skills and competencies student should be able to:

- collect, analyze, investigate, and synthesize relevant information and knowledge regarding challenges of tourism XXI. century,
- evaluate acquired knowledge, skills and competencies in order to develop a tourist destination,
- anticipate the challenges of tourism business in a dynamic market,
- encourage and create change in order to increase the competitiveness of destinations,
- develop the concept of the development of tourist destination (situational analysis, goals and scenarios for the development of destination)
- synergy link and coordinate stakeholders in forming an integrated destination product,
- manage human resources and promote a value system based on knowledge and learning,
- control and continuously improve processes in a function of excellence,
- implement a new strategic orientation for sustainable development of tourist destination,

### 1.4. Course content

The starting point and the theoretical determinants of the model development concept. Implementing the model of the



development concept (concept development, strategy development, system, business and development policy). Research and Development. New trends in tourism supply and demand. The challenges of a dynamic tourism market in XXI. Century. Model of competitiveness in tourism. Situational analysis of the destination. Destinations QUALITEST. Contemporary methods of strategic management of destination sustainable development. The interaction of corporate culture and value system of sustainable development. Systematization of development goals. Strategies change. Potential strategies and methods of strategy formation. Operational strategies (R & D strategy, marketing strategy, strategy of supply, human resource management strategy, financial strategy). Selection and implementation of strategy. Strategic control and process improvement in function of excellence of the destination. The new strategic direction in the development of tourist destinations. Synergy tourism regionalization and globalization. Determinants of sustainable development of Croatian tourism. Practical examples of model development concept in tourism. Determinants of the model of the concept of sustainable tourism development in the future.

<b>1.5. Teaching methods</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other
<b>1.6. Comments</b>		

**1.7. Student's obligations**

Students must write and present a seminar, write an essay, and they must approach sustained knowledge check, written and oral exam. The obligation of the student is to follow the dynamics of performing the anticipated obligations along with the use of relevant literature and research methods

**1.8. Evaluation of student's work**

Course attendance	0,5	Activity/Participation		Seminar paper	1,5	Experimental work	
Written exam	1	Oral exam	1	Essay	0,5	Research	
Project		Sustained knowledge check	0,5	Report		Practice	
Portfolio							

**1.9. Assessment and evaluation of student's work during classes and on final exam**

Evaluation is done according to the description in the paragraph 2.6. of the Study Programme

**1.10. Assigned reading**

- Sharpley, R., *Tourism development and the environment: beyond sustainability*, Earthscan, London, 2009.
- Moutinho, L., *Strategic management in tourism*, Cabi, Oxfordshire, 2011.

**1.11. Optional / additional reading**

- Stipanović, C., *Koncepcija i strategija razvoja u turizmu – Sustav i poslovna politika*, Fakultet za turistički i hotelski menadžment, Opatija, 2006.
- Edgell, D. L., *Managing Sustainable Tourism: A Legacy for the Future*, The Haworth Hospitality Press, New York, 2006.
- Leslie, D., *Tourism enterprises and sustainable development: international perspectives on responses to the sustainability agenda*, Routledge, New York – London, 2013.
- Mencer, I., *Strateški menadžment – upravljanje razvojem poduzeća TEB*, Zagreb, 2012.



5. Richards, G., Wilson, J., *Tourism, Creativity and Development*, Routledge, 2007.
6. Sloan, P., Simons-Kaufman, C., Legrand, W., *Sustainable hospitality and tourism as motors for development: case studies from developing regions of the world*, Routledge, Milton Park, Abingdon, Oxo, 2012.
7. Weaver, D., *Sustainable Tourism: Theory and Practice*, Elsevier, Amsterdam, 2006.

#### *1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*

Questionnaires and surveys of students about the quality of lectures, debates about the quality of lectures, observations by the professors of the related courses, keeping records on the opinions of students and teachers, analysis of the exam, transparency and objectivity of the assessment of the knowledge and competency, student success, as well as the causes of the failure of study (each student has a database of performance regarding individual elements essential for a successful examination: knowledge, research, activities, competencies, etc., the analysis of material and personnel resources required to run the course, analysis of the study program flexibility).





Basic description		
Course coordinator	Elvis Mujačević, Ph.D., Full Professor	
Course co-lecturer	Goran Karanović, Ph.D., Associate professor	
Course title	INTERNATIONAL PROJECT FINANCE	
Study programme	Doctoral Studies “Management of Sustainable Development”	
Course status	elective	
Year	2	
ECTS credits and teaching	ECTS student ‘s workload coefficient	5
	Number of hours (L+E+S)	15 (10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

The goal of course INTERNATIONAL PROJECT FINANCE is twofold. The first goal is to get students acquainted with the forms of partnership between public and private sectors in recent decades, which emerged in the world as a new and specific consideration of the development of both the regional and national and international level, and to be able to apply the acquired knowledge into practice for designing public-private partnerships. Another objective of this course is to introduce students to different models of financing of public-private partnerships especially with project financing as a special technique of financing various large projects, both from domestic and from international project financing sources such as international financial institutions.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

The expected outcome of learning is also twofold. Firstly, after completion of the course, students will be able to apply the acquired knowledge into practice and acquire basic knowledge about the forms of partnership between public and private sectors, than they will be capable of designing and managing public-private partnerships. Second, after completion of the course and after making a project assignment, students will gain basic knowledge about the models of financing public-private partnerships and, in particular, about technique of project financing as a model of financing public-private partnerships and they will be able to apply the same in practice, and acquire knowledge about how to use and apply a variety of domestic and international sources of funding that are available when financing major projects of public-private partnership.

### 1.4. Course content

PROJECT FINANCE - introduction, definition, development of project finance. ROLE AND IMPORTANCE OF THE INVESTMENT IN FINANCING PUBLIC-PRIVATE PARTNERSHIPS - Project Development and Management Project, participants in project finance - project company, project sponsors, project financiers, project-contracting- project contracts. RISKS IN PROJECT FINANCING - commercial risks, political risks, macroeconomic risks, guarantees and insurance. PROJECT CYCLE. Sources of project funding - banks and other financiers. International sources of project funding - the World Bank, EBRD, EIB, ADB, AfDB, IADB, NIB, IDB. PROJECT FINANCE - Financial modelling and evaluation of projects; Financial structuring and documentation



1.5. <i>Teaching methods</i>		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other		
1.6. <i>Comments</i>						
1.7. <i>Student's obligations</i>						
The students have to make a project, case study and practical work related to public-private partnership.						
1.8. <i>Evaluation of student's work</i>						
Course attendance	0,5	Activity/Participation		Seminar paper		Experimental work
Written exam	1	Oral exam	1	Essay		Research
Project	1	Sustained knowledge check		Report		Practice
Portfolio		Case study	0,5	Mentorship	0,5	0,5
1.9. <i>Assessment and evaluation of student's work during classes and on final exam</i>						
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme						
1.10. <i>Assigned reading</i>						
1. Jurčić, D., Osnove javno-privatnog partnerstva i projektnog financiranja, RRiF-plus, Zagreb, 2011.						
1.11. <i>Optional / additional reading</i>						
1. Perić, J., Dragičević, D., Partnerstvo javnog i privatnog sektora – razumijevanje, teorijske poveznice, međunarodno iskustvo, Fintrade&Tours, Rijeka, 2006. 2. Hoffman, S.L., The Law and Business of International Project Finance: A Resource for Governments, Sponsors, Lawyers, and Project Participants, Cambridge University Press, Cambridge, 2007. 3. Yescombe, E.R., Public-Private Partnerships: Principles of Policy and Finance, Butterworth-Heinemann, New York, 2007. 4. Grimsey, D., Lewis, M.K., Public Private Partnerships: The Worldwide Revolution in Infrastructure Provision and Project Finance, Edward Elgar Pub, 2007. 5. Yeschombe, E.R., Principles of Project Finance, Academic Press, New York, 2002 6. Kabir Khan, M.F., Para, R.J., Financing Large Projects – Using project Finance Techinques and Practice, Pearson-Prentice Hall, New York, 2003.						
1.12. <i>Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>						
In accordance with the method of monitoring the quality of performance of which is carried on Faculty of Tourism and Hospitality Management in Opatija						



COURSE DESCRIPTION		
Course instructor	Lidija Bagarić, Ph.D., Associate Professor	
Course co-lecturer	Aleksandra Pisnik, Ph.D., Associate Professor	
Name of the course	Strategic Brand Management	
Study programme	Doctoral Studies "Management of Sustainable Development"	
Status of the course	Elective	
Year of study	1	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

## 2. COURSE DESCRIPTION

### 2.1. Course objectives

The course objective is to adopt basic skills in brand management and positioning, as a precondition for more successful business. The importance of branding and the benefits that brands provide will be emphasized, with special emphasis on tourism. The course covers the specificities in the creation of an integral tourist product and the ways of destination managing and communicating. Students will know how tourism brands create and change their meaning in interaction with society and to get acquainted with strategy creation, value measurement and brand management.

### 2.2. Course enrolment requirements

-

### 2.3. Expected learning outcomes

- Identify and argue the brand importance and its benefits to tourist subjects and tourists
- Select and apply strategies for branding in tourism
- Analyze and critically evaluate tourism brands
- Suggest an optimal branding solution in real-world market situations

### 2.4. Course content

- Importance of branding and its benefits in the field of tourism
- Strategic brand management of tourist destination and competitive identity
- Brand image and the role of brand ambassadors
- Integrated marketing communication
- Brand value and legal protection
- Brand positioning and co-branding
- Brand lifecycle and its internationalization
- Tourism marketing campaigns and marketing agencies

### 2.5. Manner of instruction

- |                                                            |                                                            |
|------------------------------------------------------------|------------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignments |
| <input checked="" type="checkbox"/> seminars and workshops | <input checked="" type="checkbox"/> multimedia and network |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                      |
| <input checked="" type="checkbox"/> distance learning      | <input type="checkbox"/> mentorship                        |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other                             |

### 2.6. Comments



2.7. <i>Student responsibilities</i>							
Regular attendance and participation in class activities.							
2.8. <i>Monitoring of student work<sup>8</sup></i>							
Class attendance	0,5	Class participation		Seminar paper		Experimental work	
Written exam	1,0	Oral exam	0,5	Essay		Research	
Project	1,5	Continuous assessment		Report		Practical work	
Portfolio		Case study	1,5				
2.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Learning outcome: Establish and argue the brand importance and its benefits in tourism - written exam; class discussions							
Learning outcome: Be able to suggest the right strategy and the brand identity elements - written and oral exam;							
Learning outcome: Analyze a selected brand of tourist destination and give suggestions for improvement-student project							
Learning outcome: Suggest an optimal branding solution in real-world market situations - case study analysis;							
2.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Anholt, S.: Konkurentan identitet : novo upravljanje markama država, gradova i regija, M plus, Zagreb, 2009.							
2. Keller, K. L. (2013). Strategic Brand Management – Building, Measuring and Managing Brand Equity, Pearson Education Limited							
3. Vranešević, T., Upravljanje markama, Accent, Zagreb, 2007.							
4. Lecture materials							
2.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ul style="list-style-type: none"> <li>• Camilleri, Mark Anthony (2018) The Branding of Tourist Destinations: Theoretical and Empirical Insights. Emerald Publishing Limited 2018.</li> <li>• Keller, K. L., <i>Best Practice Cases in Branding, Strategic Brand Management</i>, Fourth Edition, Pearson Custom Library, 2015.</li> </ul>							
2.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>		<i>Number of students</i>
Anholt, S.: Konkurentan identitet : novo upravljanje markama država, gradova i regija, M plus, Zagreb, 2009.					2		
Vranešević, T., Upravljanje markama, Accent, Zagreb, 2007.					10		
Keller, K. L. (2013). Strategic Brand Management – Building, Measuring and Managing Brand Equity, Pearson Education Limited					PDF		
2.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							

<sup>8</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



SVEUČILIŠTE U RIJECI UNIVERSITY OF RIJEKA

**FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU**

FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT

OPATIJA, HRVATSKA CROATIA

Anonymous student poll



General information		
Course coordinator	<b>Marko Perić, Ph.D., Full Professor</b>	
Co-lecturer	<b>Janez Mekinc, Ph.D, Associate Professor</b>	
Course title	<b>Project Management</b>	
Program	Doctoral Studies “Management of Sustainable Development”	
Course status	Elective	
Year of study	2	
Numerical value and teaching types	ECTS coefficient of students' workload	5
	Teaching hours (Lectures + Exercises + Seminars)	15 (10+0+5)

1. COURSE DESCRIPTION
<i>1.1. Course objectives</i>
The aim of the course is to explain the role of projects and project management in establishing and developing both simple and complex business systems in the economy from a scientific and practical point of view. The emphasis is on the distinction between strategic and operative approaches to designing projects. In addition to basic processes and knowledge areas in project planning and implementation, this also implies the broader context of intensive technology development and rapid and specific changes in the environment.
<i>1.2. Terms for enrolment</i>
-
<i>1.3. Expected learning outcomes</i>
After passing the exam, students will be able to: <ul style="list-style-type: none"> <li>- properly interpret the strategic and operational context of projects and project management in the development of business systems;</li> <li>- understand the multidisciplinary of project management and anticipate the need for its adaptation to the conditions of accelerated technology development and changes in the global environment;</li> <li>- differentiate and explain the individual project management process groups and knowledge areas and explain their relationship;</li> <li>- understand and differentiate the roles and characteristics of project managers and leaders;</li> <li>- explain ways of integrating project teams (especially virtual teams) into the business system;</li> <li>- properly implement tools and techniques for planning, implementing and controlling project activities;</li> <li>- distinguish between the basic qualitative and quantitative criteria for project selection;</li> <li>- explain the differences between the project effectiveness and efficiency;</li> <li>- explain the main characteristics and the specificities of planning and implementation of research projects;</li> <li>- design its own project proposal and critically evaluate and interpret its results in relation to key risks and constraints.</li> </ul>
<i>1.4. General course outline</i>
Strategic and operational context of project management; Changes in business environment and projects; Basic principles and variables of project management; Project life cycle; Project management process groups – Initiating, Planning, Executing, Monitoring and Controlling, Closing Project management knowledge areas – Integration, Scope, Schedule, Cost, Quality, Resources, Communication, Risk, Procurement, Stakeholders;



Tools and techniques of planning, implementation and control of project activities;  
 Project organization, establishment and integration of project teams into the business system/organization;  
 Project-oriented business systems;  
 Virtual project teams;  
 The role and competences of a project manager - the (in)consistency of theory and practice;  
 Project manager or leader?  
 Qualitative and quantitative criteria for project selection and implementation;  
 Project effectiveness and efficiency;  
 Research projects – specificities of planning and implementation;  
 Perspectives of project management development – technology development, digitization, artificial intelligence and software applications.

1.5. <i>Types of teaching</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> field work	<input checked="" type="checkbox"/> independent tasks <input type="checkbox"/> multimedia and network <input type="checkbox"/> lab <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other _____
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1.6. *Comments*

1.7. *Students' obligations*

**Class attendance, creating project assignment and final exam**

1.8. *Monitoring students' work*

Attendance	0,5	Classroom participation		Seminar paper		Experimental work	
Written exam		Oral exam	1,5	Essay		Research	1,5
Project	1,5	Continuous knowledge assessment		Report		Practical work	
Portfolio		Case study					

1.9. *Methods and examples of evaluation of the learning outcomes during the course and on the final exam*

The student's work for the course will be evaluated and assessed according to the Rulebook on postgraduate university doctoral studies of the Faculty of Tourism and Hospitality Management. Students prepare their own research project. Project design, written elaboration and oral presentation of project results are evaluated (70% of total grade). Final oral exam of knowledge is 30% of total grade.

1.10. *Compulsory literature*

1. Wysocki, R.K. (2019). *Effective Project Management: Traditional, Agile, Extreme, Eighth Edition*. Indianapolis, IN: John Wiley & Sons, Inc.
2. Madsen, S. (2015). *The Power of Project Leadership: 7 Keys to Help You Transform from Project Manager to Project Leader*. London: Kogan Page Limited.

1.11. *Supplementary literature*

1. Project Management Institute (2017). *A Guide to the Project management Body of Knowledge (PMBOK Guide), Sixth Edition*. Newtown Square, PA: Project Management Institute.
2. do Vale, J.W.S.P., Nunes, B., & de Carvalho, M.M. (2018). Project Managers' Competences: What Do Job Advertisements and the Academic Literature Say? *Project Management Journal*, 49 (3), 82-97.
3. Zidane, Y.J-T., & Olsson, N.O.E. (2017). Defining project efficiency, effectiveness and efficacy. *International Journal of Managing Projects in Business*, 10 (3), 621-641.
4. Collyer, S. (2016). Culture, Communication, and Leadership for Projects in Dynamic Environments. *Project Management Journal*, 47 (6), 111-125.
5. Gilson, L.L., Maynard, M.T., Young, N.C.J., Vartiainen, M, & Hakonen, M. (2015). Virtual Teams Research: 10



6.	Years, 10 Themes, and 10 Opportunities. <i>Journal of Management</i> , 41 (5), 1313-1337. Cetinski, V., Perić, M. (2013). <i>Projektni menadžment</i> . Opatija: Fakultet za menadžment u turizmu i ugostiteljstvu.		
1.12. <i>Compulsory literature – number of copies compared to the number of students currently involved in the course</i>			
	<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
1.13. <i>Quality monitoring methods ensuring the students' acquisition of knowledge, skills and competencies.</i>			
The quality of the teaching process is monitored in line with legislative acts of the University of Rijeka and the Faculty of Tourism and Hospitality Management.			





COURSE DESCRIPTION		
Course instructor	<b>Christian Stipanović, Ph.D., Full Professor</b>	
Co-lecturer	<b>Elena Rudan, Ph.D., Associate Professor</b>	
Name of the course	<b>Strategic planning and development</b>	
Study programme	Doctoral Studies “Management of Sustainable Development”	
Status of the course	Elective course	
Year of study	2 (Semester IV)	
Numerical value and teaching types	ECTS coefficient of students' workload	5
	Teaching hours (Lectures + Exercises + Seminars)	15 (10+0+5)

1. COURSE DESCRIPTION
<i>1.1. Course objectives</i>
Course objectives are: to acquire theoretical knowledge in development concepts and strategic planning, to define new tourist trends and challenges of tourism market dynamics, to develop new strategic planning processes for tourism enterprises (destination), to analyze problematic situations, market research, to qualify and quantify the current state of the company, to analyze external and internal surroundings, to develop strategic thinking and anticipate the future (destination), to create a system of company goals development (destination), to come up with alternative development strategies, to evaluate potential strategies, to select strategies, carry out strategies and controls, to implement new value systems and strategic approaches oriented towards the competition, to optimize risk management processes, to use scenario planning for innovation development, strategies development, business development and transformation in order to gain best exploration on knowledge management capability with innovative approach.
<i>1.2. Course enrolment requirements</i>
<i>1.3. Expected learning outcomes</i>
This course enables PhD students to acquire the following learning outcomes: to critically analyze and evaluate the theoretical concepts of strategic development and planning, to define the theoretical determinants of development concept, to analyze the anticipating changes and trends of tourism in XXI. century, to evaluate the Scenario planning, to predict future processes, to evaluate opportunities in creating competitive advantages based on innovations (speed), as well as to implement new strategic approaches for the enterprise (destination) and to affirm new value systems based on intellectual capital and change, to define business goals, to support innovation of tourism supply chain management, to propose, rank and validate the development strategies which provide the greatest success potential in turbulent tourism market, to develop business policies, processes and activities in tourism industry of 21st century, to justify the opportunities and benefits of networking and collaboration, to estimate model for entrepreneurship (new firm creation), innovation and economic growth, to implement the management of innovation in the hotel industry.
<i>1.4. Course content</i>
Origins of strategic planning and models of development concepts. Research and development. Challenges of the dynamic tourism market of the 21st century. Models of competition in tourism. Situational analysis of businesses. Modern methods of strategic company management. Systematization of development goals. Scenario planning. Potential strategies and methods of forming strategies. Decision making in business. Value chain optimization. Implementing strategies and controls. Entrepreneurship and business innovation as a development key. New strategic



orientations of modern hotel and tourism businesses.							
1.5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other			
1.6. Comments							
1.7. Student responsibilities							
Ph.D. students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.							
1.8. Monitoring of student work <sup>9</sup>							
Class attendance	0,5	Class participation		Seminar paper	1,3	Experimental work	
Written exam	1,4	Oral exam		Essay	0,4	Research	
Project		Continuous assessment	1,4	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Teaching activity - knowledge assessment through verbal and written consultations, continuous assessment of knowledge - two colloquia with open questions, seminar work - practical example of a strategic plan and concept of development of a specific hotel-tourist enterprise or destination and presentation of seminar work, essay - by explaining and linking keywords. written exam - open exam with open questions							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
Evans, N.: Strategic Management for Tourism, Hospitality and Events, Routledge, London – New York, 2015. Hitt, M., Ireland, R. D., Hosskinson, R.: Strategic Management: Competitiveness & Globalisation: Concepts and Cases, Cengage Learning Cop., Stamford, 2015.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
Gutić, D., Paliaga, M.: Strateški menadžment, Studio HS internet, Osijek, 2017. Horvat, Đ., Perkov, D., Trojak, N.: Strategijsko upravljanje i konkurentnost u novoj ekonomiji, Effectus, Zagreb, 2017. Mencer, I.: Strateško planiranje – Upravljanje razvojem poduzeća, TEB. Zagreb, 2012. Okumus, F.: Strategic Management for Hospitality and Tourism, Butterworth_Heinemann, Oxford, 2010. Rimington, M., Morrison, A., Williams, C., Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge, New York, 2016. Stipanović, C.: Konceptija i strategija razvoja u turizmu – Sustav i poslovna politika, Fakultet za turistički i hotelski menadžment u Opatiji, Opatija, 2006. Wheelen, T. L.: Concepts in Strategic Management and Business Policy: Achieving Sustainability, Upper Saddle River: Prentice Hall, Pearsom, 2010.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Evans, N.: Strategic Management for Tourism, Hospitality and Events, Routledge, London – New York, 2015.					2		

<sup>9</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Hitt, M.; Ireland, R. D.; Hoskinson, R.: Strategic Management: Competitiveness & Globalisation: Concepts and Cases, Cengage Learning Cop., Stamford, 2015.	2	
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.		



COURSE DESCRIPTION		
Course instructor	<b>Dario Đerđa, Ph.D., Full Professor</b>	
Name of the course	<b>ADMINISTRATIVE PROTECTION OF THE ENVIRONMENT AND THE NATURE</b>	
Study programme	Doctoral Studies "Management of Sustainable Development"	
Status of the course	elective	
Year of study	<b>2 (4 semester)</b>	
Numerical value and teaching types	ECTS coefficient of students' workload	5
	Teaching hours (Lectures + Exercises + Seminars)	15 (10+0+5)

1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
<p>The aim of the course is to analyse administrative protection of the environment and the nature by the public administration and to analyse specialised court protection of the legality of the administrative decisions and actions. For this purpose, special regulations for the environment and nature are considered, as well as the principles of administrative procedure and the way of taking procedural actions by public administration. The universal principles of administrative adjudication and judicial review are critically assessed in the legal, administrative and judicial practice.</p>		
<i>1.2. Course enrolment requirements</i>		
There are no course enrolment requirements.		
<i>1.3. Expected learning outcomes</i>		
<p>After passing the course, doctoral students should be able to:</p> <ul style="list-style-type: none"> <li>• identify the principles of administrative procedure and administrative dispute</li> <li>• interpret the rules of administrative procedure and administrative dispute</li> <li>• analyse the legality of administrative decision and court judgement</li> <li>• critically assess the grounds of the administrative decision and court judgement reasoning</li> <li>• argue the administrative decision and court judgement</li> </ul>		
<i>1.4. Course content</i>		
<ol style="list-style-type: none"> <li>1. Legal sources of administrative protection of the environment: legislation, case law, general legal principles, regulations of international and European law;</li> <li>2. Administrative procedure: Core concepts of the administrative procedure; First instance administrative procedure: determination of jurisdiction, determination of a party in the procedure, facts-finding, issuing decision; Appeal; Second instance administrative procedure; Extraordinary legal remedies, Execution of the decision.</li> <li>3. Other administrative activities: Concluding the administrative contract; Issuing certificate; Administrative activities.</li> <li>4. Administrative dispute: First instance administrative dispute: determination of jurisdiction, determination of a party in the dispute, initiation of the dispute, facts-finding, ruling the judgement; Appeal; Second instance administrative dispute; Extraordinary legal remedies; Execution of the court judgement.</li> <li>5. Assessment of the general acts legality: Assessment of the legality of general act of local and regional self-government unit, legal entity with public authority or legal entity performing public service.</li> </ol>		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network



	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories					
	<input type="checkbox"/> distance learning	<input checked="" type="checkbox"/> mentorship					
	<input type="checkbox"/> fieldwork	<input type="checkbox"/> other					
1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Main student responsibilities are: active participation in class and taking the exam.							
1.8. <i>Monitoring of student work<sup>10</sup></i>							
Class attendance	0.5	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	3	Essay		Research	
Project		Continuous assessment		Report		Practical work	1,5
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Learning outcomes in class and the final exam are assessed in accordance with the Detailed Course Syllabus.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. <i>The principle of Effective Legal protection in Administrative Law</i> (ed. Sente Zoltan, Lachmayer, Konrad), Routledge, London, 2017.</li> <li>2. Schwartz, Jürgen, <i>European Administrative Law</i>, Sweet and Maxwell, London, 2006.</li> <li>3. Đerđa, Dario, <i>Opći upravni postupak u Republici Hrvatskoj</i>, Inženjerski biro, Zagreb, 2010.</li> <li>4. Đerđa, Dario, <i>Upravni spor</i>, Pravni fakultet u Rijeci, Rijeka, 2017.</li> <li>5. <i>Visoki upravni sud, Zbornik odluka 1977-2017.</i>, Narodne novine, Zagreb, 2017.</li> </ol>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ol style="list-style-type: none"> <li>1. <i>Administrative Law of the European Union, its Member States and United States: a comparative analysis</i> (ed. Seerden Rene), Intersentia, Cambridge, 2012.</li> <li>2. <i>Codification of Administrative Procedure</i> (ed. Auby, Jean-Bernard), Bruylant, Bruxelles, 2014.</li> <li>3. Turčić, Zlatan, <i>Komentar Zakona o općem upravnom postupku</i>, Organizator, Zagreb, 2010..</li> <li>4. Rajko, Alen, <i>Zakon o upravnim sporovima (objašnjenja, komentarske bilješke, kazalo, ogledni primjeri tužbi, presuda i rješenja)</i>, TEB poslovno savjetovanje, Zagreb, 2010.</li> <li>5. Đerđa, Dario, Šikić, Marko, <i>Komentar Zakona o upravnim sporovima</i>, Zagreb, 2012.</li> </ol>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
Quality monitoring of exit knowledge, skills and competences is continuously monitored through established system of quality assurance and improvement.							

<sup>10</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



COURSE DESCRIPTION		
Course instructor	Tanja Mihalič, PhD, Full Professor	
Name of the course	Tourism sustainomics	
Study programme	Doctoral Studies “Management of Sustainable Development”	
Status of the course	Elective - It will be performed in English	
Year of study	2. (4. Semester)	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION
<p><b>1.1. Course objectives</b></p> <p>This course aims at developing students’ understanding of the key tourism sustainomics related issues, strongly informed by sustainability and responsibility tourism paradigm and policy. The aim of the course is to present general environmental theories on environmental damage and instruments for its minimisation, based on general environmental theories and multiple disciplines, thinking applied to the tourism field, in the broader context of relevant tourism – environment (natural, social, cultural, economic, political) themes. The course will also give an insight in understanding of the tools for developing sustainable and responsible tourism. The emphasis of the course is on economic and multidisciplinary theories (including environmental or alternative economics and management, political economy sustainomics etc.).</p>
<p><b>1.2. Course enrolment requirements</b></p>
<p><b>1.3. Expected learning outcomes: Students</b></p> <p>The students will understand general environmental theories on environmental damage and distinguish among different tourism concepts. They will be able to adopt sustainable and responsible tourism development principles and requirements (enablers) into a state/regional/destination tourism strategy, policy and its implementation, management and governance. Students will also be able to solve environment related business problem by selecting and implementing different environmental policy instruments. They will understand their functioning. Student will also understand world citizenship and their responsibilities as tourism employees and leaders.</p>
<p><b>1.4. Course content</b></p> <p>“Sustainomics in Tourism” touches on holistic and practical synthesis of policy and tourism managerial approaches that would help to make tourism development more sustainable and responsible. The neologism "sustainomics" (Munasinghe, 1992) was originally coined to project a more neutral image by focusing attention on sustainable development and avoiding any disciplinary bias or hegemony. It was connected to the three pillars mainstream understanding of sustainability, with a strong multidisciplinary focus – from environmental economics, alternative economics, political economy, sociology, phycology, ecology, technology and many others. Nevertheless, the subject's main focus is on multidimensional sustainability tourism paradigm and economics based understanding of the global allocation mechanism that governs tourism as an economic system, impacting the socio-cultural and natural systems of our Planet.</p>



1.5. <i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input checked="" type="checkbox"/> distance learning <input type="checkbox"/> fieldwork		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other				
1.6. <i>Comments</i>	Blended teaching and learning (face to face and e-meetings)						
1.7. <i>Student responsibilities</i>	Active class and assignment participation, in time submission of assignments, exam						
Active class and assignment participation, in time submission of assignments, exam.							
1.8. <i>Monitoring of student work<sup>11</sup></i>							
Class attendance	0.5	Class participation		Seminar paper		Experimental work	
Written exam	0.5	Oral exam		Essay		Research	
Project	3	Continuous assessment	1	Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme.							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
<ul style="list-style-type: none"> <li>▶ Mihalič, T. (2020). <i>Sustainomics</i>. E-book. Ljubljana: School of Economics and Business.</li> <li>▶ Dwyer, L.; Forsyth, P.; Dwyer, W. (2010). <i>Tourism economics and policy</i>. New York: Channel View Publications – chapters 17 and 18 only.</li> <li>▶ Mihalic, T. (2016). Sustainable-responsible tourism discourse – Towards ‘responsustable’ tourism. <i>Journal of Cleaner Production</i>, 111, Part B, 461-470.</li> <li>▶ Mihalič, T., &amp; Fennell, D. (2015). In pursuit of a more just international tourism: the concept of trading tourism rights. <i>Journal of Sustainable Tourism</i>, 23(2), 188-206.</li> <li>▶ Sources from UNWTO e-library.</li> </ul>							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<ul style="list-style-type: none"> <li>▶ Dwyer, L.; Forsyth, P.; Dwyer, W. (2010). <i>Tourism economics and policy</i>. New York: Channel View Publications.</li> <li>▶ Liburd, J.J. (2010). Introduction to sustainable tourism development. In Liburd, J. J., &amp; Edwards, D. (Eds.). <i>Understanding the sustainable development of tourism</i>. Oxford, England: Goodfellow Publishers.</li> <li>▶ Mihalic, T., &amp; Aramberri, J. (2015). Myths of top Tourism countries, Tourism contribution and competitiveness. <i>Tourism Review</i>, 70(4), 276-288.</li> </ul>							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>						<i>Number of copies</i>	<i>Number of students</i>
Mihalič, T. (2020). <i>Sustainomics</i> . E-book. Ljubljana: School of Economics and						2	

<sup>11</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Busieness		
Dwyer, L.; Forsyth, P.; Dwyer, W. (2010). Tourism economics and policy. New York: Channel View Publications – chapters 17 and 18 only.	2	
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
Quality assessment loop, grading and assessment of written works.		





COURSE DESCRIPTION		
Course instructor	Josip Mikulić, PhD, Full Professor	
Name of the course	Structural Equations Modelling	
Study programme	Doctoral study "Management of sustainable development"	
Status of the course	Elective	
Year of study	2 <sup>nd</sup> year (4. semester)	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION
<p><i>1.1. Course objectives</i></p> <p>The aim of this course is to provide a user-friendly introduction to structural equations modelling (SEM). It is intended for non-experienced users and its emphasis is on understanding basic SEM principles and its application in scholarly research. This course takes a dominantly applied approach so advanced statistical knowledge is not required. Participants should however have a basic understanding of multivariate statistical methods. The course units are designed to familiarize participants with the whole process of estimating SEM models, from conceptualizing, over estimating, to evaluating SEM models. Particular attention will be devoted to issues of measurement mode choice (formative versus reflective) and quality criteria in assessing measurement and structural models. After the introduction to SEM as an analytical approach, participants will experience SEM in a hands-on approach using the SmartPLS program in interactive seminar sessions.</p>
<p><i>1.2 Course enrolment requirements</i></p>
<p><i>1.3 Expected learning outcomes</i></p> <ul style="list-style-type: none"> <li>- Gain an understanding of the rationale of using latent variables and composite variables in research.</li> <li>- Understand the differences between reflective and formative modelling approaches and be able to choose the appropriate measurement mode.</li> <li>- Be able to specify and estimate a structural model using the SmartPLS program.</li> <li>- Be able to evaluate the quality of measurement models and structural models using common criteria used in scholarly research.</li> </ul>
<p><i>1.4 Course content</i></p> <ul style="list-style-type: none"> <li>- Rationale of latent variables and composite variables.</li> <li>- Basic concepts of structural equations modelling.</li> <li>- PLS-SEM versus CB-SEM. Formative versus reflective modelling.</li> <li>- Introduction to the SmartPLS program.</li> <li>- Specifying path models. Data examination.</li> <li>- Assessing measurement model quality.</li> <li>- Assessing structural model quality.</li> <li>- Outlook into contemporary issues in SEM.</li> </ul>



1.5	<i>Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input checked="" type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other					
1.6	<i>Comments</i>							
1.7	<i>Student responsibilities</i>	<ul style="list-style-type: none"> <li>- Active course participation.</li> <li>- In order to participate in this course, students should download the free trial version of the SmartPLS program from <a href="http://www.smartpls.com">www.smartpls.com</a>.</li> </ul>						
1.8	<i>Monitoring of student work<sup>12</sup></i>							
	Class attendance	0.5	Class participation		Seminar paper		Experimental work	
	Written exam	1	Oral exam		Essay		Research	
	Project	3,5	Continuous assessment		Report		Practical work	
	Portfolio							
1.9	<i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
	Evaluation is done according to the description in the paragraph 2.6. of the Study Programme Written exam. Individual model construction and assessment using SEM program.							
1.10	<i>Mandatory literature (at the time of submission of study programme proposal)</i>							
	<ul style="list-style-type: none"> <li>- Hair Jr, J. F., Hult, G. T. M., Ringle, C., &amp; Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.</li> <li>- Rasoolimanesh, M., Ali, F., Mikulić, J., Dogan, S. (2023). Reflective and Composite Scales in Tourism and Hospitality Research: Revising the Scale Development Procedure. <i>International Journal of Contemporary Hospitality Management</i>, 35(2), 589-601.</li> <li>- Mikulić, J. (2022). Fallacy of Higher-Order Reflective Constructs. <i>Tourism Management</i>, 89, 104449.</li> <li>- Rasoolimanesh, S. M., Wang, M., Mikulić, J., Kunasekara, P., (2021). A Critical Review of Moderation Analysis in Tourism and Hospitality Research Toward Robust Guidelines. <i>International Journal of Contemporary Hospitality Management</i>, 33(12), 4311-4333.</li> <li>- Mikulić, J., &amp; Ryan, C. (2018). Reflective versus formative confusion in SEM based tourism research: A critical comment. <i>Tourism Management</i>, 68, 465-469.</li> <li>- Mikulić, J. (2018). Towards an end of measurement misspecification in tourism research: Grammar of theoretical constructs, focus of thought and mind traps. <i>Tourism Management</i>, 68, 444-449.</li> </ul>							
1.11	<i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
	<ul style="list-style-type: none"> <li>- Hair Jr, J. F., Sarstedt, M., Ringle, C. M., &amp; Gudergan, S. P. (2017). <i>Advanced issues in partial least squares structural equation modeling</i>. Sage publications.</li> </ul>							
1.12	<i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							

<sup>12</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



Title	Number of copies	Number of students
<i>Hair Jr, J. F., Hult, G. T. M., Ringle, C., &amp; Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.</i>	2	
<i>Mikulić, J., &amp; Ryan, C. (2018). Reflective versus formative confusion in SEM based tourism research: A critical comment. Tourism Management, 68, 465-469.</i>	2	
<i>Mikulić, J. (2018). Towards an end of measurement misspecification in tourism research: Grammar of theoretical constructs, focus of thought and mind traps. Tourism Management, 68, 444-449.</i>	2	
<i>1.13 Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of program, teaching process, teaching skills and the level of adoption of the course content will be assessed by means of a written evaluation and other means defined by the accepted standards in accordance with the Rulebooks on the system of quality assurance and improvement of UNIRI and FTTHM.		



COURSE DESCRIPTION		
Course instructor	Elena Rudan, PhD, Associate Professor	
Course co-lecturer	Diana Grgurić, PhD, Associate Professor	
Name of the course	Creative industries in tourism	
Study programme	Doctoral study "Management of sustainable development"	
Status of the course	Elective	
Year of study	2. (4. Semester)	
ECTS credits and manner of instruction	ECTS credits	5
	Number of class hours (L+E+S)	15 (10+0+5)

1. COURSE DESCRIPTION		
<i>1.1. Course objectives</i>		
<p>This course aims to enable students to understand the importance and role of cultural and creative industries in modern economies, with special focus on the presence of these industries in tourism. Students will be able to critically and strategically appraise the role of cultural and creative industries in creating the cultural tourism product of a destination.</p>		
<i>1.2. Course enrolment requirements</i>		
-		
<i>1.3. Expected learning outcomes</i>		
<p>Upon passing the examination, students will be able to:</p> <ul style="list-style-type: none"> <li>- Interpret and analyse the impact of cultural and creative industries in modern economies, in particular with respect to tourism</li> <li>- Analyse the current situation, and propose and make a case for strategies to implement business policies through the synergy between culture and tourism to create a cultural tourism offering</li> <li>- Valorise the effect of global trends and current market challenges on the synergy between culture and tourism in building the cultural tourism offering of a destination.</li> </ul>		
<i>1.4. Course content</i>		
<ul style="list-style-type: none"> <li>- Theoretical determinants of cultural and creative industries and tourism</li> <li>- Importance of the cultural tourism offering in modern tourism</li> <li>- Implementing and managing strategies in cultural and creative industries and tourism</li> <li>- Global trends in and importance of cultural and creative industries</li> <li>- Creative tourism</li> <li>- Music in the cultural tourism offering</li> <li>- Innovation in the cultural tourism offering</li> <li>- Small business entrepreneurship in creating a cultural tourism offering and in cultural and creative industries</li> </ul>		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other



1.6. <i>Comments</i>							
1.7. <i>Student responsibilities</i>							
Active participation in the classroom, researching and writing a term paper, oral examination.							
1.8. <i>Monitoring of student work</i> <sup>13</sup>							
Class attendance	0.5	Class participation		Seminar paper	2.5	Experimental work	
Written exam		Oral exam	1.0	Essay		Research	1.5
Project		Continuous assessment		Report		Practical work	
Portfolio							
1.9. <i>Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
1.10. <i>Mandatory literature (at the time of submission of study programme proposal)</i>							
1. Long, P., Morpeth, D. N. (eds.) <i>Tourism and the creative industries: theories, policies and practice</i> , Routledge, London, New York, 2016. 2. Dragičević-Šešić, M., Stojković, B., <i>Kultura: menadžment, animacija, marketing</i> , Kulturno informativni centar, Zagreb, 2013.							
1.11. <i>Optional/additional literature (at the time of submission of the study programme proposal)</i>							
1. Periz-Ortiz, M., Merigo-Lindahl, J. M., <i>Entrepreneurship, regional development and culture: an institutional perspective</i> , Springer, New York, 2015. 2. Goldstein, S., <i>Poduzetništvo u kreativnim industrijama</i> , Hrvatska sveučilišna naklada, Zagreb, 2016. 3. Peris_Ortiz, M., Cabrera-Flores, M. R., Serrano-Santoyo, A. (eds) <i>Cultural and creative industries: a path to entrepreneurship and innovation</i> , Springer, Cham, 2019.							
1.12. <i>Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Long, P., Morpeth, D. N. (eds.) <i>Tourism and the creative industries: theories, policies and practice</i> , Routledge, London, New York, 2016					2		
Dragičević-Šešić, M., Stojković, B., <i>Kultura: menadžment, animacija, marketing</i> , Kulturno informativni centar, Zagreb, 2013.					10		
1.13. <i>Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.							

<sup>13</sup> IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



**Differential course, only those candidates who have no previous training in economics**

Basic description		
Course coordinator	<b>Adriana Jelušić, Ph.D., Associate Professor</b>	
Course title	<b>MACROECONOMICS</b>	
Study programme	Doctoral study "Management of sustainable development"	
Course status	This course enrole, as the differential course, only those candidates who have no previous training in economics	
Year	The course should be finished before first semester starts	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	(10+0+5)

**1. COURSE DESCRIPTION**

*1.1. Course objectives*

The course objective is to explain all macroeconomic occurrences and problems in a simple and systematic manner (to students enrolled in the doctoral study programme) . The course objective is to familiarize students with macroeconomic models, their establishment and application in economic analysis and economic politics, i.e. to acquaint students with the theoretical starting points and practical possibilities of the application of macroeconomic analysis and macroeconomic models. Knowledge is not only confined to aggregate functions, but also includes other economic characteristics, such as economic growth, unemployment and inflation.

*1.2. Course enrolment requirements*

*1.3. Expected course learning outcomes*

After having attended and passed the course, students should have acquired theoretical knowledge and the competence to comprehend macroeconomic laws and macroeconomic aggregates, and should also be able to apply, adapt and create macroeconomic goals, models and instruments with the purpose of creating a functioning, optimal (balanced) economic system, and they will also improve general and specific competences, such as:

- the ability to know and use macroeconomic terms and categories,
- the ability to adopt an interdisciplinary approach when connecting macroeconomic variables within a complex economic system
- the ability to connect theoretical knowledge and skills in order to solve problems of the national economy and open economy
- the ability to apply a theoretical framework to the implementation of macroeconomic models to the national economy practice
- the ability to apply theoretical knowledge and to adopt it to the economic and social practice of the national economy, which includes the ability to read and understand the categorical system and the possibilities of its national and international application
- the ability to apply classic and modern macroeconomic models
- the ability to apply theoretical and research skills with the purpose of developing and forming new theoretical and practical achievements in macroeconomic analysis

*1.4. Course content*

1. Aggregate macroeconomic model 2. Function of consumption 3. Function of investments 4. Fiscal politics and monetary macroeconomics 5. Balance of commodity and financial flows 6. Open economy model

*1.5. Teaching methods*

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input type="checkbox"/> mentorship                       |



	<input type="checkbox"/> fieldwork		<input type="checkbox"/> other				
<b>1.6. Comments</b>	Students (enrolled in the doctoral study) choose those activities, which best contribute to a creative way of mastering the course demands, and which are in accordance with the ultimate goal of writing a doctoral dissertation and which contribute to the affirmation of their previously defined hypotheses. Students are provided with the basic and supplementary exam literature, as well as with relevant internet databases, about which further information will be made available on the faculty website ( <a href="http://www.fthm.hr">www.fthm.hr</a> ). Students will be referred to completing case studies from current practice, as well as to scientific research work which will combine theoretical viewpoints and practical problems pertaining to the tourism economy.						
<b>1.7. Student's obligations</b>							
It is the obligation of every student to consult with their mentor and course coordinator in order to be able to fulfil all proscribed obligations, in a way that will allow them to be harmonized, both in content and dynamics, with the goal of their research, which should have a significant scientific contribution.							
<b>1.8. Evaluation of student's work</b>							
Course attendance	0,5	Activity/Participation		Seminar paper	1	Experimental work	0,5
Written exam	1	Oral exam		Essay	0,2	Research	
Project		Sustained knowledge check	1	Report		Practice	
Portfolio		Case study	0,8	Mentorship			
<b>1.9. Assessment and evaluation of student's work during classes and on final exam</b>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
<b>1.10. Assigned reading</b>							
<ol style="list-style-type: none"> <li>1. Babić Mate: MAKROEKONOMIJA, Mate , 13. izdanje, 2003. 661. str. Poglavlja 1., 3:, 4., 5., 6., 7., 8., 9., 11.</li> <li>2. Blanchard Oliver: MAKROEKONOMIJA, «Mate i ŽSEM» , 3. izdanje, 2005., 583. str.</li> </ol>							
<b>1.11. Optional / additional reading</b>							
<ol style="list-style-type: none"> <li>1. D. Romer, Advanced Macroeconomics, McGraw-Hill, 1001.</li> <li>2. O.J. Blanchard and S. Fisher, Lectures on Macroeconomics, The MIT Press, 1989.</li> <li>3. D.W. Findlay, Macroeconomics-Study Guide, 3rd edition, Prentice Hall, Upper Saddle River, 2003.</li> <li>4. M. Gartner, Macroeconomics, Financial Times/Prentice Hall, 2002.</li> <li>5. R.J. Baro, V Grilli., European Macroeconomics, Palgrave Macmillan, 1994.</li> </ol>							
<b>1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</b>							
<p>Composing a curriculum, in a way that clearly presents the content and teaching dynamics of the course, referring students to the best possible method of understanding the course matter, informing them on the possibilities of using exam literature and other sources (the internet) as well as informing them on how different levels of knowledge will be assessed.</p> <p>A systematic evaluation of the attained level of knowledge during regular classroom activities and teacher consultations in a way that detects the level of acquired knowledge and student activity through their individual work (check-up, literature research, case studies, using the internet, evaluating practical achievements...).</p> <p>The attained accomplishments as well as suggestions and possibilities to improve or advance current work practices are reported to the study programme director. Based on such reports it is possible to discuss identified problems, with the</p>							



purpose of determining the causes and defining the way in which the problems will be resolved immediately or in the long run.

Asking student opinions as a framework for personal coursework improvement. By far more significant are **anonymous questionnaires** which are conducted on behalf of the university and faculty and which have the purpose of evaluating the achieved level of quality, especially since this form of study is aimed towards active interactive work on the student-teacher level, and even the student-student level.

The results of the quality evaluation should be systematically discussed at the Doctoral study council meetings, so that individual suggestions according to courses are considered together with the results of anonymous questionnaires which have been conducted by authorized faculty/university bodies, and which are compared to the results of other higher education institutions.

The goal is to harmonize the achieved level of quality of this doctoral study with the total quality principles that are inherent in the system of higher education in the Republic of Croatia and worldwide.





Basic description		
Course coordinator	<b>Zvonimira Šverko Grdić, PhD, Fulla Professor</b>	
Course title	<b>MICROECONOMICS</b>	
Study programme	Doctoral study “Management of sustainable development”	
Course status	The course enrole, as the differential course, only those candidates who have no previous training in economics	
Year	The course should be finished before first semester starts	
ECTS credits and teaching	ECTS student 's workload coefficient	5
	Number of hours (L+E+S)	(10+0+5)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

The initial objective of this course is to acquaint students with basic knowledge in the field of microeconomics. By studying the course content the student acquires the necessary theoretical basis for making adequate business decisions and he/she is also informed on the interconnection between microeconomics and other fields, or disciplines, sectors and business entities, covered by the doctoral study.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

After having attended lectures and passed the final exam, students should have acquired basic and theoretical knowledge, and should be able to understand basic theoretical postulates in microeconomics, and their influence on the successful functioning of corporations. Furthermore, students should be able to analyze, apply and create microeconomic goals and should be able to make relevant business decisions on a microlevel, which have been connected and harmonized with the business environment and the influence of previously determined macroeconomic goals and models. The students will also develop general and specific competences, such as;

- the ability to recognize and use microeconomic terms and categories,
- the ability to apply an interdisciplinary approach to connecting microeconomic variables within a complex economic system
- the ability to connect theoretical knowledge and skills in order to solve corporate business problems in the open economy
- the ability to apply theoretical knowledge and to adapt them to the current conditions of the tourist market
- the ability to apply classical and modern microeconomic theories
- the ability to apply theoretical and research skills with the purpose of developing and creating new theoretical and practical achievements in microeconomic analysis

### 1.4. Course content

Basic analytic tools  
 Theory of consumer behaviour  
 Production theory  
 Strategic behaviour of companies and the market (theory of games, theory of market structures)  
 Company theories, management theories of companies (Baumol, Marris, Williams)  
 General equilibrium theory  
 Economics of prosperity



Interconnection and interdependence of microeconomics and other disciplines, theories and modern trends)							
1.5. <i>Teaching methods</i>		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> long distance education <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignment <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other		
1.6. <i>Comments</i>							
1.7. <i>Student's obligations</i>							
1.8. <i>Evaluation of student's work</i>							
Course attendance	0,5	Activity/Participation		Seminar paper	1	Experimental work	0,5
Written exam	1	Oral exam		Essay		Research	
Project		Sustained knowledge check	1	Report		Practice	
Portfolio		Case study	1	Mentorship			
1.9. <i>Assessment and evaluation of student's work during classes and on final exam</i>							
Evaluation is done according to the description in the paragraph 2.6. of the Study Programme							
1.10. <i>Assigned reading</i>							
1. Mc Afee, R. Preston (2006.), Introduction to Economic Analysis, <a href="http://intro.mcafee.cc">http://intro.mcafee.cc</a>							
1.11. <i>Optional / additional reading</i>							
1. Bayee, M. R. (1997.), Menagerial Economics and Business Strategy, Irwin/McGraw – Hill, USA 2. Koutsoyiannis, A. (1996.), Moderna Mikroekonomija, Mate d.o.o., Zagreb 3. Gougiang, T. (2007.), Microeconomic Theory, <a href="mailto:gtian@tamu.edu">gtian@tamu.edu</a>							
1.12. <i>Quality monitoring methods which ensure acquirement of output knowledge, skills and competences</i>							
Questionnaire. Discussions. Work assessment and evaluation.							